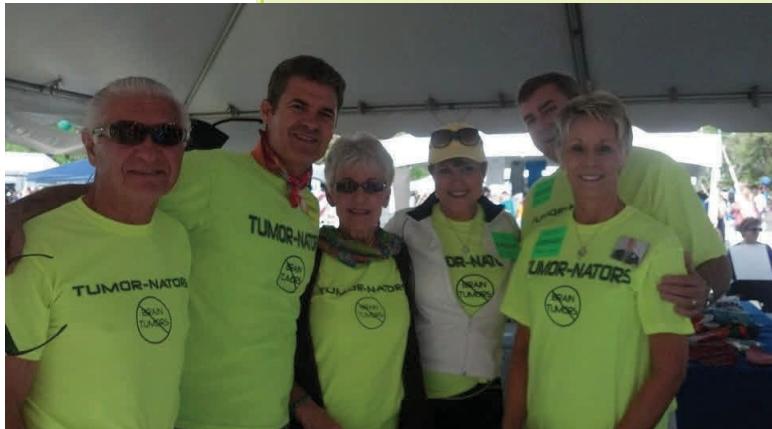


Team Captain Guide

Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for the Angels Among Us 5K and Family Fun Walk! Thank you for taking the first step towards making Angels Among Us a great success. This guide is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.



As a Team Captain, you are a powerful force in the fight against cancer. A Team Captain's job is to motivate and encourage others to join your team and to promote brain tumor research at Duke and Angels Among Us. Once the team is registered, the Team Captain will be the key liaison between their team and the Preston Robert Tisch Brain Tumor Center at Duke.

IMPORTANT...Be sure you are on the email list to receive pertinent event information. Send your Team Captain information to the "Angels" office at angelsamongus@duke.edu. Please include your team name, email address, and who your team is named for.

Team Building



NAME AND REGISTER YOUR TEAM

Choose a Team Name

There are no restrictions in creating a team name, so have fun with this! It's a good idea to check the "Team List" on the Angels website (angelsamongus.org), so you don't duplicate an existing team name. Here are some ideas to get you started:

- ◊ Use the name of the person you are honoring or remembering. "Team Lydia" or "Susie Moore's Team"
- ◊ Use words that rhyme or start with the same letter. "Savannah's Bananas" "Tommy's Tumor Terrors"
- ◊ Use a phrase describing your team's effort. "Beat Tumor Butt" "Tumor-B-Gone"

Once your team name is chosen, tell your friends and family, and don't forget to post your team name on all your correspondence.

Register Your Team Online and Set the Team Goal

As team captain you will need to register your team online. Since all team members also need to register, remember they won't be able to sign up until your team has been registered online. So register your team as soon as you can...you don't want to miss any donations for your team.

Your Team Goal should be challenging, but also attainable. Don't set it too high. Keep in mind, you are able to change the goal at any time, from your participant page.



CUSTOMIZE YOUR TEAM PAGE

Create an Inspiring Team Page

As Team Captain, you have access to both a “Team” page and a “Personal” fundraising page. After registering your team, the system will take you to the “Participant Center.” On the top navigational bar, click “Team Page.” The Team Page is where you tell your team’s story, and why you are involved with Angels Among Us. Post a picture and a short bio about your team and/or the person your team is honoring or remembering. Be creative and make it personal.

The Personal page could be used as a continuation of the Team page; or you may use this page to post your personal fundraising efforts. This is also a great way to keep your team members informed on the team activities. It’s your page, use it the way you see fit.

This system offers many tools for the team captain to use to customize their team and personal page and to stay connected with their team members. Tools such as:

- ◊ Preset styles to customize your Team Page
- ◊ Upload pictures to your Team and Participant Page
- ◊ Create an address book. Start by uploading your personal email address book
- ◊ Preset email templates for recruiting members, asking for team donations, and thanking donors for team gifts.
- ◊ Setting both a team goal and a personal fundraising goal
- ◊ Checking on team members’ fundraising progress

Add your team page link (URL) to other sources wherever possible. Add it to your email signature; put it on Facebook; add it to a business card; put it on flyers...this link will give people quick access to your team to either join or make a donation.



PLEASE JOIN MY TEAM

Recruiting Team Members

This part is easy...all you have to do is ask! Recruit your family, friends, coworkers and neighbors to join your team. Then have your new team members invite their family, friends, coworkers and neighbors. You'll be surprised how quickly your team will grow!

Don't stop there! Your team members may have connections with companies that are interested in sponsoring your team for Angels Among Us. Print off the "Sponsor Opportunities" and "How Angels Makes a Difference" and put together a sponsor packet to help make your pitch to local companies. See [SPONSOR](#) on the website.

Once your team members are registered, make sure you keep them motivated and informed. Remember, an informed team is a successful team! Below are a few tips for a successful team:

- ◊ Let your team know, when they register on your team they will also be able to create their own Participant/Fundraising Page.
- ◊ Plan a team kick-off party. This is a good way to recruit new members. Tell them why you're involved with Angels Among Us. Give them statistics on brain cancer. Talk to their Heart! Have a laptop or registration forms ready for on-the-spot registering.
- ◊ Email a "thank you for your support" to each member and donor; encourage members to send thank you notes to their donors. After Angels, thank them again for their help.
- ◊ Email team members weekly with event information you receive from the Angels office; new fundraising ideas, and team updates. See [FUNDRAISING IDEAS](#).
- ◊ Have a team contest to design the t-shirt for your members to wear at Angels Among Us; a team sign for the team picture; or a team flag. A flag or sign on a pole makes it easier for team members to locate the team captain when attending the Angels event.

Fundraising



HOW TO BE A SUCCESSFUL FUNDRAISER

Keep the FUN in Fundraising!

What is the key to fundraising...telling people your story! Make it personal! Let people know why you are involved and how brain tumor cancer affects you.

How do I get their support?...you have to ASK! It's amazing how many people have made the comment, "I would have donated, but no one asked me." Don't miss an opportunity because you were too shy to ask.

How can I make it FUN?...share your enthusiasm and excitement with everyone you meet!

Tips to Get You Started

- ◊ Online fundraising is the easiest way to raise funds and awareness. By forming a team and personalizing your Team Page, you are already set to receive donations. Fundraising can't get any quicker or easier than that.
- ◊ Be organized and have a plan. Meet with your team to swap fundraising ideas. Have a quilt auction online, hold a raffle, start "Change Bandits" and collect change at your workplace, plan a Super Bowl or March Madness party. See **FUNDRAISING IDEAS**. Plan several small fundraisers or one big one; but don't try to do it all yourself, engage your team.
- ◊ Make sure you have enough help. Whatever fundraising project your team decides on, make sure you have enough people to help in making it successful. Assign jobs to your team members; but remember as team captain you'll need to follow up to see that their responsibilities are being handled.
- ◊ Advertise your fundraiser; the bigger your fundraiser the more you'll want to advertise. Create flyers and put them in stores, coffee shops, churches, schools, work...if there's a place to put a flyer, hang it up! Put one in your car window! Email the flyer to everyone you know. Contact radio stations, the community event section of your town newspaper or community magazine. Create a business card to hand out to people and businesses. Wear a button advertising your event or paint your finger gray...people will ask you about the event. (The gray finger really does work!!)



SOCIAL NETWORKING

With over 500 million users on Facebook alone, you have an endless supply of people you can reach out to with the push of a button. Today's social networks not only will help you reach and surpass your goal, but it is a fast and easy way to spread awareness about brain tumor cancers that strike both adults and children without warning. Social Networks you can access:



[Facebook - www.facebook.com](http://www.facebook.com)

- Post statistics about brain tumor cancers
- Update your Facebook status on the progress of your team
- Ask for support for your team and post a link to your "Team Page"
- Post the Angels Among Us website link for more information on the event and brain tumor research



[Twitter - www.twitter.com](http://www.twitter.com)

Tweet to your friends about the brain tumor research being conducted at the Preston Robert Tisch Brain Tumor Center at Duke.



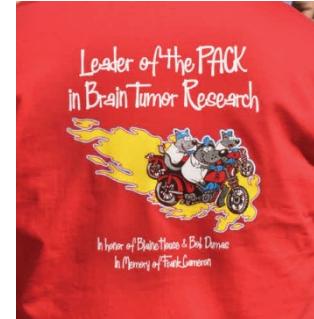
[LinkedIn - www.linkedin.com](http://www.linkedin.com)

This network is used by millions of professionals...this is great avenue to reach out to for business and corporate sponsorship. Share your story and ask for support. Remind people to check with their company Human Resources Department to see if their gifts are eligible to be matched. Company match is a great way to double their gift in the fight to cure brain tumor cancer.



[YouTube - www.youtube.com](http://www.youtube.com)

What a fun way to tell your team story and spread awareness. YouTube offers you the opportunity to create a slideshow with pictures of your team in the act of fundraising. Or, put together a video educating people on the statistics of brain tumor cancer. Maybe you came to last year's event and videotaped the remarkable 4,000 people who attended the walk in support of our survivors and to remember those who fought a brave fight. Upload your creation to YouTube for the world to see. Post the YouTube link on Facebook and Twitter so your friends won't miss it!



ANGELS AMONG US IS FAST APPROACHING

Prepare Your Team Members for Event Day

As Team Captain it is your responsibility to ensure your team has all the details they need when they arrive at Angels Among Us. Angels hosts over 4,000 people each year, so you don't want your team members wandering around trying to find you and the team.

Here are important details your team will need to know:

- ◊ Team T-shirts and accessories. Let your team know where and when they will receive their team t-shirts. Note: a team t-shirt is not required to attend the event. There is a contest for the most inspiring t-shirt. A plaque is given to the top five most creative team t-shirt. The winners are announced on stage the day of Angels Among Us.
- ◊ Team flag and/or team sign. Bring something that will make it easy for team members to spot you. This is where a team flag is handy. Your team name on a piece of material, stapled on a stick, will rise above the crowd and be easily seen. Or create a team sign and also use it in your team picture. Double duty and less to carry.
- ◊ Parking at the event is plentiful; however, the parking areas are not together. Be sure you give your team directions to all the parking areas. (See parking maps on the Angels website)
- ◊ Agree upon a team meeting place. If this is your first Angels Among Us, you'll want to have your team gather at the "Team Welcome Tent." The team tent is located next to the registration tent, which will be an easy and convenient place for the whole team to meet.
- ◊ Registration/Donation Tent. Make sure all your team members have registered; if some haven't, they can register on event day. Let your team know if there are any offline donations to turn in, all monies should be given to the team captain and turned in at the registration tent. All donations turned by 10:00am on the day of Angels will be included in the team total.

(continued)



THAT'S A WRAP...OR IS IT?

- ◊ Team photo time slots should be reserved by the team captain before event day. Reserve your team picture time with Kim Toxey, at angelssteamphotorequest@gmail.com.
- ◊ Make sure all team members know what time your team photo is, in case someone arrives late.
- ◊ Angels Among Us event t-shirt. We ask that the team captain **DOES NOT** pick-up the event t-shirts for their entire team. The last several years we have run out of event shirts. To alleviate this problem, we ask that only the registered participant pick-up their own t-shirt.
- ◊ Food trucks will be available with food to sell on event day. Coke products and bottled water are included in the registration fee.
- ◊ Walk, run and enjoy Angels Among Us with your team members. Please know that you and your team are making a difference in the fight against brain tumor cancer.

Follow up with Your Team Members and Donors

Angels Among Us is over and what a wonderful event it was! As the Angels' motto states, "It takes a lot of people doing a little bit to make great things happen!" Thank you for helping to make Angels Among Us a great event!

However, you're not done yet!!! Just a few more steps:

- ◊ Send a personal thank you note to every team member. Everyone likes to know they were appreciated...and besides, you may want to ask for their help again next year!
- ◊ Be sure to thank all your donors. Even if you sent a thank you email at the time your donors made a gift, it's always nice to send a note at the end of Angels Among Us. Let them know how your team did. You can view a list of donors by going to your Participant Center and click on the Progress section.
- ◊ Let your team members know they need to thank all of their donors too. Remind the team on how to view their list of donors.
- ◊ Celebrate your teams' accomplishments after the event with a picnic, a cookout, or a pizza party. This is a great time to thank everyone in person for their support.