

2022 WELCOME PACKET

MILES FOR MELANOMA



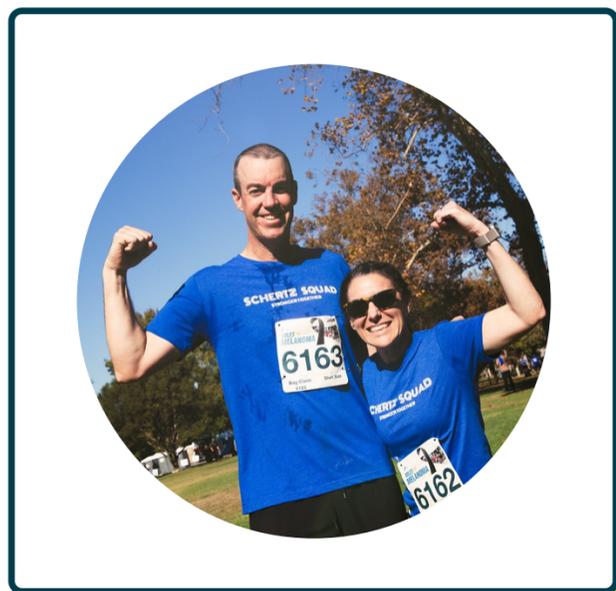
THANK YOU FOR REGISTERING YOUR DEDICATED TEAM TO JOIN US THIS SEASON!

THIS TEAM CAPTAIN WELCOME PACKET IS A RESOURCE TO HELP YOU CREATE AND MANAGE A SUCCESSFUL TEAM, IN ORDER TO MAKE THE MOST IMPACT. IT WILL HELP YOU RECRUIT TEAM MEMBERS AND LEAD THEM IN THEIR FUND-RAISING EFFORTS.

AS THE CAPTAIN OF A TEAM, YOU WILL BE THE PRIMARY POINT OF CONTACT FOR YOUR TEAM MEMBERS. IT IS YOUR JOB TO CREATE THE TEAM, INVITE PEOPLE TO JOIN AND KEEP MEMBERS MOTIVATED, INSPIRED AND INFORMED OF THE TEAM'S PROGRESS. YOU WILL BE RESPONSIBLE FOR MAKING SURE THAT EVERY MEMBER IS REGISTERED AND READY TO HELP YOUR TEAM RAISE FUNDS.

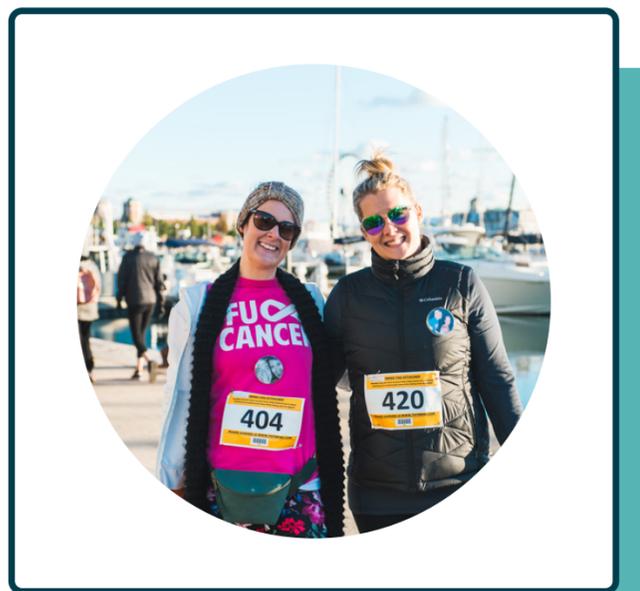


AS A MILES FOR MELANOMA TEAM CAPTAIN, YOUR ROLE IS TO...



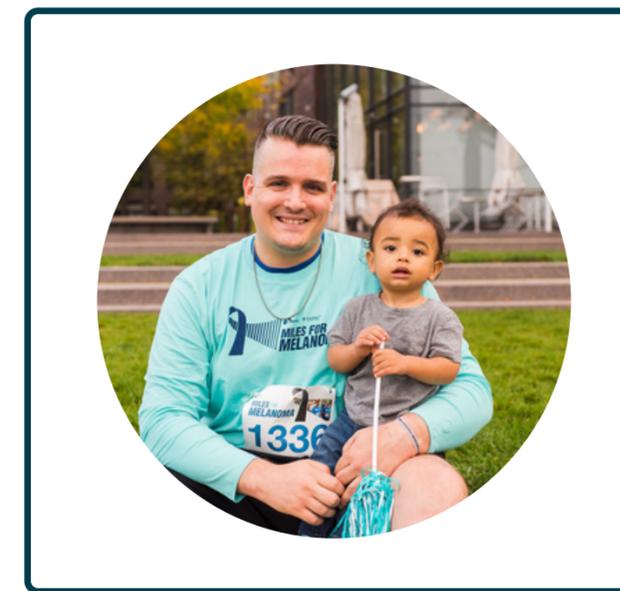
RAISE FUNDS

INFORM YOUR TEAM ON THE IMPORTANCE OF FUNDRAISING. REMIND THEM THAT FUND-RAISING DOLLARS RAISED BY PARTICIPANTS ARE WHAT HELP THE MRF WITH ITS MISSION.



EDUCATE

PROVIDE YOUR TEAM MEMBERS WITH A BACKGROUND ON THE MILES FOR MELANOMA EVENT AND THE MISSION OF THE MRF



SET GOALS

COME UP WITH A FUNDRAISING GOAL AS A TEAM! TRY TO INCREASE YOUR GOAL FROM LAST YEAR OR IF THIS IS YOUR FIRST YEAR, AIM FOR AN ATTAINABLE TEAM GOAL OF \$500. ENCOURAGE EACH TEAM MEMBER TO SET THEIR OWN INDIVIDUAL GOALS AND SHARE THE TOOLS FROM OUR EVENT PARTICIPANT CENTER OR OUR 5 EASY WAYS TO RAISE \$500 GUIDE BELOW TO HELP THEM SUCCEED.

AS A MILES FOR MELANOMA TEAM CAPTAIN, YOUR ROLE IS TO...



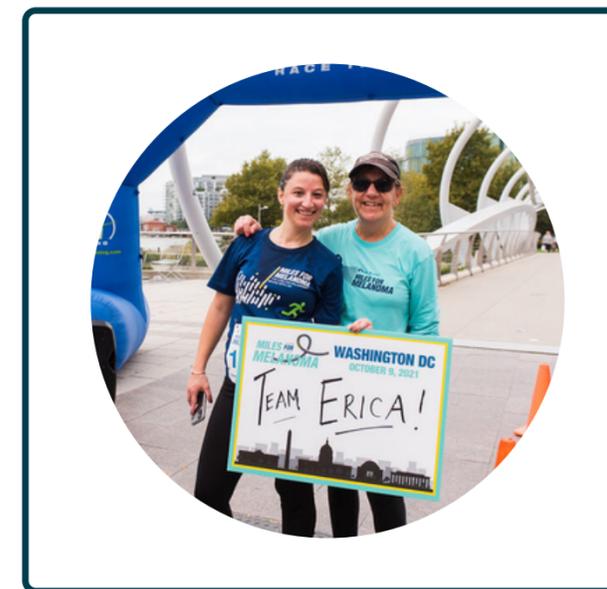
ORGANIZE

A TEAM CAPTAIN SHOULD KEEP TRACK OF EACH TEAM MEMBER'S PROGRESS AND OFFER SUGGESTIONS AS TO VARIOUS WAYS FOR THEIR TEAM MEMBERS TO REACH THEIR GOALS.



HAVE FUN

CREATE AN ACTIVITY THAT BRINGS YOUR TEAM CLOSER AND GENERATES IDEAS TO LAND IN THE TOP FIVE! THE POSSIBILITIES ARE ENDLESS: HOST A HAPPY HOUR, FAMILY GAME NIGHT, BAKEOFF, CRAFTING DAY, OR A VIRTUAL EVENT!



TOGETHER, WE CAN MAKE A POSITIVE IMPACT IN THE RACE TO CURE MELANOMA. THANK YOU FOR YOUR SUPPORT! WE LOOK FORWARD TO SUPPORTING YOU!

5 WAYS TO RAISE \$500 & REACH YOUR GOAL

1. SELF-DONATE

- WHAT BETTER WAY TO START YOUR FUNDRAISING THAN TO SHOW SUPPORT FOR YOUR TEAM? DONATE \$25 TO GET STARTED AND ASK 3 FRIENDS TO DO THE SAME. BE SURE TO USE YOUR PARTICIPANT CENTER TO SEND EMAILS SO YOU CAN TRACK WHO DONATED. YOU ARE ALREADY AT \$100!

2. FITNESS FOR FUNDRAISING

- HEALTH IS ON EVERYONE'S MIND, SO RALLY YOUR "WORK FROM HOME" CO-WORKERS AND ASK THEM TO CONTRIBUTE \$5 FOR EVERY FITNESS CHALLENGE YOU COMPLETE. IF YOU RALLY AT LEAST 20 COLLEAGUES, YOU ARE ALREADY HALFWAY TO YOUR GOAL AT \$200.

3. FUNDRAISE FROM YOUR FEED

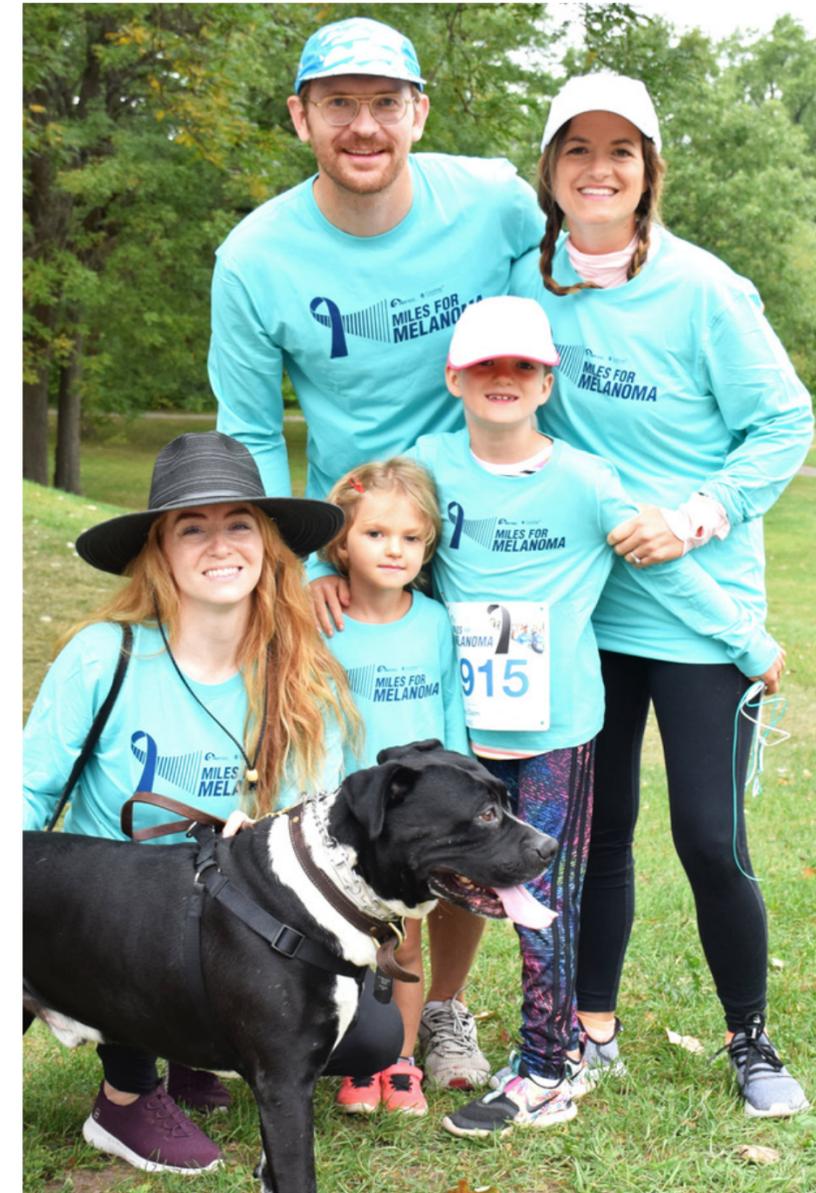
- WE ALL LOVE TO SUPPORT OUR FRIENDS AND FAMILY, SO CREATE A FACEBOOK FUNDRAISER AND ASK FOR YOUR FRIENDS TO SUPPORT YOUR EFFORTS BY DONATING TO A CAUSE THAT IS IMPORTANT TO YOU! IF JUST 5 OF YOUR FRIENDS DONATE \$25 EACH, YOU ARE UP TO \$325!

4. GET SOCIAL

- WHAT BETTER WAY TO SHARE YOUR PASSION FOR THE MRF AND EXCITEMENT ABOUT PARTICIPATING IN MILES FOR MELANOMA THAN SHARING IT WITH YOUR SOCIAL COMMUNITY? CREATE A COMPETITION AMONG FRIENDS TO SEE WHO COULD HELP YOU RAISE \$100 IN 10 HOURS: OFFER A SMALL GIFT (A GIFT CARD TO SUPPORT SOMEWHERE LOCAL) TO THE PERSON WHO PUTS YOU OVER THE TOP... THEN INVITE THEM TO JOIN YOUR TEAM! REMEMBER TO TAG US @MELANOMA.RESEARCH.FOUNDATION...BY THE WAY, YOU ARE AT \$425!

5. CLOSET CLEAN OUT

- YOU KNOW THE ITEMS IN YOUR CLOSET THAT YOU HAVEN'T WORN IN OVER A YEAR? WELL, ODDS ARE YOUR FRIENDS AND FAMILY HAVE A FEW ITEMS AS WELL. DONATE YOUR CLOTHING AND INVITE YOUR FRIENDS/FAMILY TO MAKE A \$5 DONATION FOR EVERY ITEM YOU GIVE AWAY. SAY GOODBYE TO 10 ITEMS AND EASILY GAIN \$50!



TAG US & SHARE YOUR STORY!

TAG THE MRF ON SOCIAL MEDIA BY USING THE FOLLOWING HANDLES:

FACEBOOK: @MELANOMA.RESEARCH.FOUNDATION

TWITTER: @CUREMELANOMA

INSTAGRAM: @CUREMELANOMA

LINKEDIN: MELANOMA RESEARCH FOUNDATION

YOUTUBE: CURE MELANOMA

SHARE YOUR STORY IN THE CAPTION USING THESE PROMPTS:

I HAVE BEEN ATTENDING MILES FOR MELANOMA FOR...

MY TEAM'S NAME IS...

I WALK FOR...

MY FAVORITE THING ABOUT MILES FOR MELANOMA IS...

USE THE FOLLOWING #HASHTAGS IN ANY MILES FOR MELANOMA POSTS:

#MILESFORMELANOMA

#CUREMELANOMA

#GETNAKED

#MRFADVOCATE

#MFMATLANTA (INSERT YOUR CITY!)

THANK YOU FOR SUPPORTING MILES FOR MELANOMA 2022!

IF YOU HAVE ANY QUESTIONS ABOUT THE
2021 MILES FOR MELANOMA EVENTS,
PLEASE CONTACT:

NICOLE NISHANIAN
DEVELOPMENT OFFICER
E: NNISHANIAN@MELANOMA.ORG

