

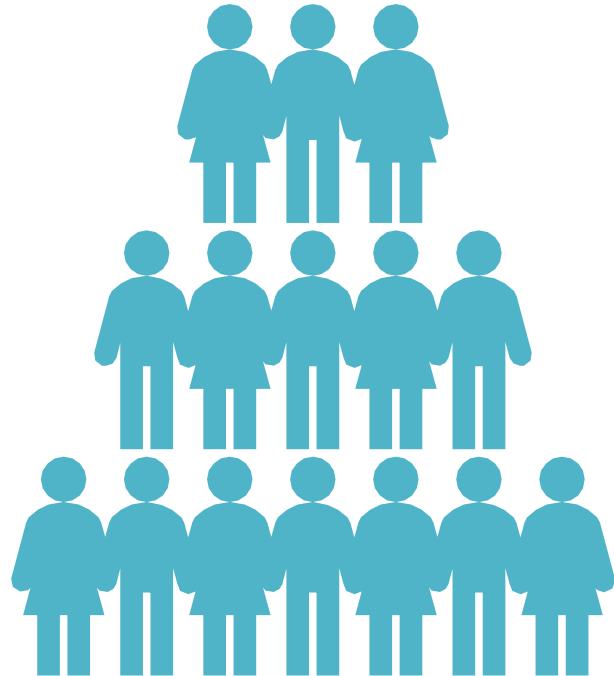


# MILES FOR MELANOMA

Virtual Race 2020



# Hello!



Thank you for registering your dedicated team to join us this season!

We look forward to having you and your team join us as we raise funds to increase *research, education* and *advocacy* for the melanoma community. A Team Captain is an integral part of not only the Miles for Melanoma community but the overall mission of the Melanoma Research Foundation.

This year, we will be adhering to social distancing guidelines and moving many of our events virtual. With your amazing support, we can exceed our **goal of \$1 million for the 2020 Miles for Melanoma season** and make a life-changing impact in our local community.

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 *FUND*raising. 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 *FUND*raising 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.

## ORGANIZE:

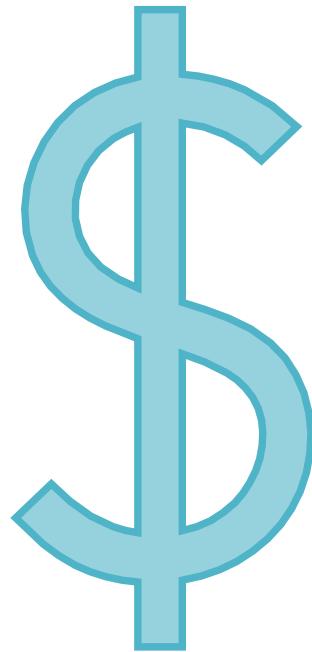
- A team captain should keep track of each team member's progress and offer suggestions as to various ways for their team members to reach their goals.

## HAVE FUN:

- Create an activity that brings your team closer virtually and generates ideas to land in the top Five! The possibilities are endless: host a virtual happy hour, family game night, bakeoff, crafting day, or even a virtual Zumba-thon!

Together, we can make a positive impact in the *race* to cure melanoma. Thank you for your support! We look forward to supporting you from afar!

# Team Incentive Prizes 2020



This year, we will be featuring a variety of incentives to thank our team and individual fundraisers for all your dedication and hard work towards helping to find a cure!

- **Teams that raise \$1,000 or more:** receive free registration for a 2021 miles event near you, a team shout out from the MRF, and a personalized team fundraising certificate.
- **Teams that raise \$500 or more:** receive a team shout out from the MRF, and a personalized team fundraising certificate
- **Teams that raise \$300 or more:** a personalized team fundraising certificate

**\$500**

Raise \$500 or more: receive a Brims hat, MRF water bottle, insulated lunch tote, Coolibar Miles for Melanoma t-shirt, lanyard and bracelet!

**\$300**

Raise \$300 or more: receive a MRF water bottle, insulated lunch tote, Coolibar Miles for Melanoma t-shirt, lanyard and bracelet!

**\$250**

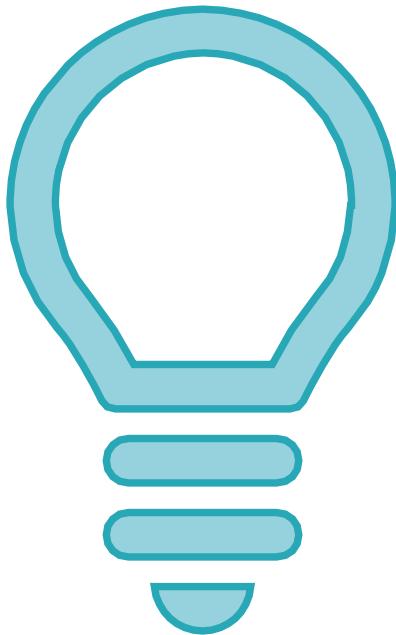
Raise \$250 or more: receive a insulated lunch tote, Coolibar Miles for Melanoma t-shirt, lanyard and bracelet!

**\$100**

Raise \$100 or more: receive a Coolibar Miles for Melanoma t-shirt, lanyard and bracelet!

## Individual Incentive Prizes 2020

# 5 Ways to Raise \$500 and Help Reach Your Goal



## 1. Self-Donate

What better way to start your fundraising then 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 half-way 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 them 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 then 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 giftcard 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/ 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.

Thank YOU  
for  
supporting  
Miles for  
Melanoma  
2020!



If you have any questions about the 2020 Miles for Melanoma events, please contact:



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