



# Team Leader Guide

The complete guide to creating and mentoring your Making Strides fundraising team

## Making Strides of Wichita Team Leader

The team leader provides leadership to their group of friends, family members or co-workers who want to make a difference in the fight against cancer. Team leaders recruit members; fundraise; organize team fundraisers; recognize fundraising efforts; and gather their team on walk day!

## Use our Online tools

You have registered as a team captain. Each member of your team is given a Personal Fundraising Page, where they can ask friends and family for support. As the team captain, you will have a Personal Fundraising Page and manage a Team Fundraising Page. You will want to personalize your fundraising page with your personal story and photos, and encourage your team members to do the same.

## Set up your Team Page

Before you begin recruiting family, friends, and colleagues to join you, make it easy for them to participate. You can begin by clicking the "Sign Up" button. If you've participated in an American Cancer Society event in the past, you will be able to enter your log in information. If you do not have a login, you will be asked to create one. Once you complete the brief registration questions, you can get started by setting up a Team Fundraising Page on our Making Strides website. When you create a Team Fundraising Page, register yourself as the Team Captain, set a fundraising goal for yourself and the team, and invite members to join. Customize your team page with a picture of the team or the person you are honoring, and the story of why you've come together to fight cancer. From your fundraising dashboard, you will be able to send out fundraising, reminder, and thank you emails and so much more!

## Lead by Example

Once you have set up your Team Fundraising Page, we encourage you to make the first donation to your personal page. Leading by example shows others that you are committed to the cause, and committed to the team.

## Team Size

The average team size is 10 people, but we have teams as small as two and as large as 100 people! Ask each person to raise a suggested amount of \$100 and you will reach your goal of \$1,000. Since it's free to register, invite everyone you know to register online and come walk with you!



[www.MakingStridesWalk.org/WichitaKS](http://www.MakingStridesWalk.org/WichitaKS)

Hosting a Making Strides Against Breast Cancer fundraiser is easy! You just need a little inspiration and a little organization. This document can help you plan and implement your fundraiser.

## Types of Fundraisers

Together with your team, decide what type of fundraiser you want to have. Think about the skills and resources of the people on your team.

- **Individual fundraising:** Is one of your team members an excellent cook? If so, how about a spaghetti dinner or workplace lunch?
- **Team fundraising:** As a team, host a community bake sale or car wash.
- **Online fundraising:** Email your friends, family, and coworkers to ask for a donation, and include a link to your personal Making Strides fundraising page.

## Goal-Setting and Planning

How many breast-cancer-fighting dollars will you raise? When setting your goal, don't forget to take expenses into account.

For example, let's say you plan to host a neighborhood movie night and would like to raise \$300. You might estimate your expenses at \$50, which will cover popcorn, soda, candy, and the movie. Try working with local businesses to underwrite the expenses. Ask your local American Cancer Society staff partner for donation forms on Making Strides Against Breast Cancer letterhead to help with these requests.

You'll also want to calculate how many people will need to attend in order to raise \$300. If, for instance, you charge \$10 per person and have an underwriter to cover your expenses, you only need 30 attendees to reach your \$300 goal.

Don't forget about the Pacesetters Club! When setting your team fundraising goal, consider aiming for the Pacesetters Club level of \$2,500. Visit [MakingStridesWalk.org/pacesetter](http://MakingStridesWalk.org/pacesetter) for more information about the program.

Sign up your team today at  
[www.MakingStridesWalk.org/WichitaKS](http://www.MakingStridesWalk.org/WichitaKS)

## Logistics and Details

Now that you have a plan and a goal, it's time to take things to the next level.

- What time of year would be best?
- Which day of the week and time of day would work best?
- Do you have a location secured?
- Is there adequate parking?
- Is there enough seating?
- Are decorations and/or signs needed?
- Make a plan to get the word out about your fundraiser. Think about the audience you're trying to reach and the best ways to engage them.

Once you have a list of all your logistical needs, determine who will be responsible for which task and when each task needs to be completed. Remember, this is a team fundraiser, so it should be a team effort!

## Wrap Up

Congratulations, your fundraiser was a huge success! Now what?

- **Recognition:** Make sure you acknowledge and thank everyone who attended, contributed to, and helped with your fundraiser, especially your team members.
- **Evaluation:** Meet with your team to review the great things that happened and identify any challenges you experienced. If you decide to hold a similar fundraiser in the future, you'll know where to make some changes.

Now, it's time to plan your Making Strides Against Breast Cancer team fundraiser! Use the helpful planning worksheet on the next page.



# Team Fundraiser Planning Guide

Team Name: \_\_\_\_\_

Name Of Fundraiser: \_\_\_\_\_

## Goal-Setting And Planning

### Estimated Income

| Type of Income         | Income          | Quantity  | Total |
|------------------------|-----------------|-----------|-------|
| Tickets                | \$10 per person | 25 people | \$250 |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
|                        |                 |           |       |
| Total Estimated Income |                 |           | \$    |

### Estimated Expenses

| Type of Expense          | Cost  |    |
|--------------------------|-------|----|
| Food                     | \$250 |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
|                          | \$    |    |
| Total Estimated Expenses |       | \$ |

Total Estimated Income           \$ \_\_\_\_\_

- Total Estimated Expenses       \$ \_\_\_\_\_

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Net Fundraising Goal               \$ \_\_\_\_\_



**Join the Movement to end breast cancer as we know it.**  
*10th Annual Making Strides of Wichita*  
**Sunday, October 20, 2024 | noon-3pm**  
**Riverfront Stadium, Wichita, KS**  
[www.MakingStridesWalk.org/WichitaKS](http://www.MakingStridesWalk.org/WichitaKS)



## Logistics And Details

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

| Task            | Team Member Responsible | Date Completed |
|-----------------|-------------------------|----------------|
| Buy decorations | John Doe                | X/XX/XXXX      |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |
|                 |                         |                |

## Don't Forget!

- Before you begin, ask your local American Cancer Society staff partner about local and state laws that might affect your fundraiser.
- Get the word out about your fundraiser on social media, email, and in person.
- Thank everyone who attended and helped with the fundraiser, especially your team members.
- Meet with your team after the fundraiser to evaluate what worked well and what you might do differently in the future.

# Join the Pacesetters Club

Pacesetters get the job done!

Members of the Pacesetters Club are the top tier of fundraisers for **Making Strides Against Breast Cancer** events. Pacesetters set the fundraising bar high and achieve amazing results that will help the American Cancer Society end breast cancer as we know it, for everyone.

## 2024 Grand Club and Pacesetter Club Prizes

The **Making Strides Against Breast Cancer** Pacesetters Club motivates and rewards volunteers for fundraising excellence. Review the list of levels and incentives below and work toward your favorite prize. Participants have until December 31, 2024, to raise funds and achieve Pacesetter status. Once you reach the Grand Club or Pacesetter level, you will receive a gift redemption notification by email. Participants can choose a prize from the level they qualify for, as shown below.

### Grand Club \$1,000



Gift Pack

### Pacesetters \$2,500



Backpack

Men's and Women's  
Fleece Jacket

For more information about the Pacesetters Club or Making Strides of Wichita, please contact:

Making Strides Against Breast Cancer of Wichita

[MakingStridesWalk.org/WichitaKS](http://MakingStridesWalk.org/WichitaKS)

[Melissa.Easterberg@cancer.org](mailto:Melissa.Easterberg@cancer.org)

316.512.2606



[MakingStridesWalk.org](http://MakingStridesWalk.org) | 1.800.227.2345

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# Join the ACS Rewards

## Our way of thanking you

Making Strides Against Breast Cancer participants are leading the movement to end breast cancer as we know it, for everyone. We appreciate all you do! Every fundraising event you host, social media story you post, and email you send helps raise critical donations to support our mission, and because of you, we are able to be there for anyone facing breast cancer.

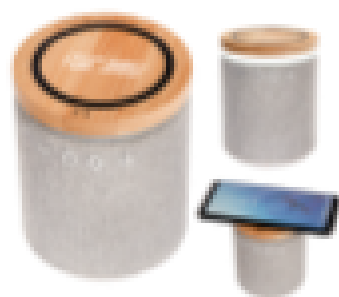
The **ACS Rewards program** is our way of thanking you for your creativity and passion! You'll earn points for every dollar raised to help us end breast cancer as we know it, for everyone.

### What can you expect

- A user-friendly site where you can redeem reward points from all American Cancer Society fundraising.
- You can now choose from a wider variety of items – including items from other American Cancer Society events like Relay For Life®.
- Exciting new items to choose from! Check back often as current items leave the program and new ones come in.

### Here is a preview of new items to look for!

Rewards start as low as 100 points!



Ultra Sound Speaker  
& Wireless Charge



Pamper Me Set



Port Authority®  
Packable Puffy Vest



Hydro Flask® Wide Mouth  
With Flex Cap 32oz



Relaxed Golf Cap



Access your ACS Rewards at  
[www.shopacsrewards.org](http://www.shopacsrewards.org)



# The A-Z of Team Recruitment

Individually, each of us is a force to be reckoned with. But united, we can do so much more. That's why we need you to build a team and fundraise with us. We have lots of ideas to help you grow your team. So be creative, have fun, and build an amazing team for your event.

## **A – Ask**

The most common reason people don't get involved in a Making Strides walk? They weren't asked! You might be surprised how quickly people agree to help fight breast cancer when you simply ask.

## **B – Build Relationships**

Stay in touch with your team members. Send texts, emails, cards for birthdays, etc. Year-round engagement helps keep your team members connected and committed.

## **C – Create Opportunities**

Create reasons to connect with team members. Keep it simple – even an occasional text or call will help keep the momentum going.

## **D – Driving Distance**

Hold team get-togethers at a location that's convenient to everyone. Make it easy!

## **E – Empower Team Members**

Brainstorm with your team on ways to recruit new members. United, you'll come up with genius ideas.

## **F – Follow Up**

Once you've contacted a potential team member, keep in touch. Create an ongoing list of contacts and be sure to close the loop on any initial conversations.

## **G – Get Excited**

When you're invested in something, it shows. Your commitment of time and energy will motivate others.

## **H – Hold On**

Keep an eye out for individuals who go all out for causes they're passionate about. Grab hold of these people and ask them to join your team.

## **I – Incentives, Incentives, Incentives**

Give your members a reason to recruit others by offering a small incentive. Prizes can be simple and fun, such as an offer to cook and deliver breakfast or dinner to their home.

## **J – Just Ask**

Call, email, and hit up your friends and coworkers on social media. Ask everyone to join your team.

## K – Keep Asking

Just asking is always the best way to recruit a team member. Send a note or drop off info about the event. Sell the team concept to everyone you know!

## L – Learn

Find out what is holding the person back from saying yes. Then provide examples of ways they can help with little effort.

## M – Motivate

Share your story of why you're involved, and how their fundraising can help save lives.

## N – Never Be Afraid

Team members are often grateful for the opportunity to get involved a Making Strides walk, and they'll thank you for the experience.

## O – Offer Support

Make sure everyone feels appreciated and knows they can reach out to you when they need support or guidance.

## P – Paint The Town Pink

Hang our Making Strides posters and walk papers throughout your community. Never miss an opportunity to think pink.

## Q – Quit Saying It Won't Work

Never allow this statement at a team meeting.

## R – Recruit

Wherever you go, be on the lookout for potential team members. Recruit wherever you are!

## S – Secure Student Involvement

Students add energy and enthusiasm to your event – along with the potential for increased fundraising – if you teach them how. Reach out to youth groups, schools, and clubs to recruit even more teams.

## T – Teach

Recruit one, teach one. Once they're on the team, teach them how to recruit others.

## U – Use Publicity

Find ways to publicize information about forming a Making Strides team. Include team recruitment information in meeting notices, fundraising activities, and event press releases.

## V – Vary Meeting Times

Hold team meetings on different times and days of the week to give members plenty of opportunities to participate.

## W – Write Often

Email, text, and post about your Making Strides walk to large groups, hospitals, clubs, companies, and places of worship.

## X – 'Xamine Your 'Tude

Stay positive. Your optimism will inspire others to join your team.

## Y – Yell

Yell "Thank you!" to anyone who joins your team. Recognition goes a long way, and keeping members energized will help save even more lives from breast cancer.

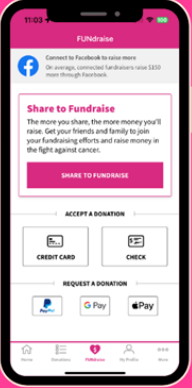
## Z – Zero In

Don't forget about clubs and organizations that might not be mainstream. Quilters, crafters, farm market councils, etc., are already attending fairs and fundraisers to help promote and share their interests. Ask them to promote Making Strides events as well.



# ACS FUNdraising App

**No cash? No problem, we have an app for that.**



**ACS FUNdraising App**

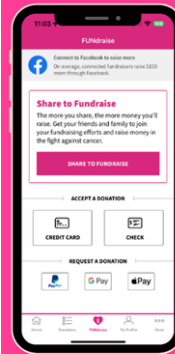
- More ways to donate
- ✓ Credit Card
- ✓ Check
- ✓ PayPal
- ✓ Google Pay
- ✓ Apple Pay

American Cancer Society **MAKING STRIDES AGAINST BREAST CANCER**



Search for ACS FUNdraising App in your app store

**ACS FUNdraising App Share to Fundraise**



Did you know app users can make donation asks through TEXT? Select Share to Fundraise to access all the ways to share!

90% of text messages are read within 3 minutes.






American Cancer Society **MAKING STRIDES AGAINST BREAST CANCER**

**HOW TO FUNDRAISE**

**\$1000 IN ONLY 7 days**

American Cancer Society **MAKING STRIDES AGAINST BREAST CANCER**

| Day 1  | Day 2                                 | Day 3                            | Day 4   | Day 5                                 | Day 6   | Day 7                       |
|--|---------------------------------------|----------------------------------|---|---------------------------------------|---|-----------------------------|
| Use your online personal page to share your story! | Ask four family members for \$50 each | Ask six co-workers for \$25 each | Get a business you are loyal customer at for a donation | Ask your boss to support your efforts | Download the FUNdraising App and connect to your social media | Ask 6 friends for \$25 each |
| \$100  | \$200                                 | \$150                            | \$100   | \$200                                 | \$100   | \$150                       |

|   |  |  |   |   |
|---|--|--|---|---|
|  <p><b>\$10</b></p> <p>can help people find hope and support online.</p> |  <p><b>\$25</b></p> <p>can help people facing breast cancer connect with trained survivors.</p> |  <p><b>\$40</b></p> <p>can help connect someone with a Cancer Information Specialist.</p> |  <p><b>\$65</b></p> <p>can help provide hope in the form of one free night of lodging.</p> |  <p><b>\$100</b></p> <p>can help provide two free rides and invaluable relief.</p> |
|---|--|--|---|---|



American Cancer Society

# FUNdraising App - QR Code

## REQUEST A DONATION



Participants can create a QR Code to easily accept digital donations.



Home



Donations



FUNdraise



My Profile

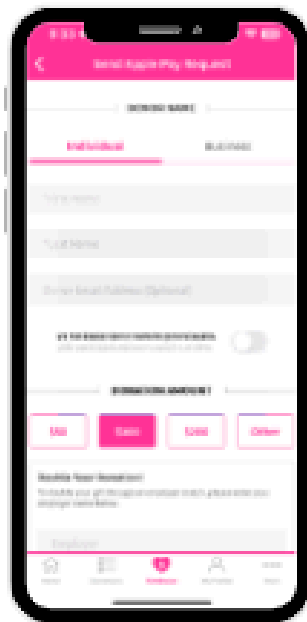


More

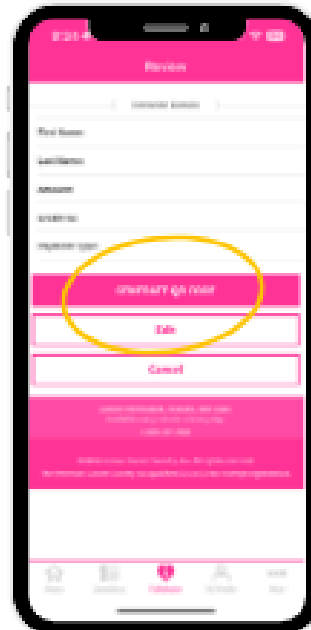
Select Generate QR Code



Participant enters donor details



Participant Generates QR Code



Donor Scans Code to complete donation



Every cancer. Every life.®

Need help? 1.888.277.5552 | cancer.org/app





# Ways to Engage

with Paint the Town Pink

[www.MakingStridesWalk.org/WichitaKS](http://www.MakingStridesWalk.org/WichitaKS)

**WHEN:** October 1-31, 2024

**WHY:** To create awareness for American Cancer Society's Making Strides Against Breast Cancer event, be part of Making Strides on the event day and event month, and raise funds for the American Cancer Society patient research and services.

**HOW:**

- Place the enclosed Paint the Town Pink poster in your business window.
- "Pink Out" your business with balloons, window décor, flowers, chalk art, storefront displays, window paint, pink lighting, breast cancer ribbons, etc.
- Fundraise within your business by engaging in any way and timeframe that works best for you (*ideas shared below but possibilities are endless*).
- Share the cause and photos of your efforts on social media throughout October, 2024.

**IDEAS:**

- Sell a month of casual Fridays to employees.
- Donate a percentage of your company's profits or sales through "Give Back Days".
- Ask patrons to round-up their purchase to the next dollar or invoice to the next hundred.
- Ask patrons for donations in support of breast cancer by donation or \$1 support cards.
- Start or join a walk team and invite employees and patrons to join or donate to the team.
- Coordinate an in-house employee fundraising luncheon.
- Schedule in-house "wear pink" days.
- Organize an internal company-wide auction for the employees.
- Have a window, cubical or office decorating contest.

**FUNDRAISING CAN BE FUN!**

With all the creative minds in Wichita, we can't wait to see what businesses come up with for fundraising and decorating their storefronts and windows for this event that will drive traffic up and down Douglas Avenue from Delano through Old Town and into the Douglas Design District.

**Melissa Easterberg**  
ACS Senior Development Manager  
316.512.2606  
[melissa.easterberg@cancer.org](mailto:melissa.easterberg@cancer.org)  
[www.makingstrideswalk.org/wichitaks](http://www.makingstrideswalk.org/wichitaks)



# Making Strides Tributes

Making Strides of Wichita offers several tribute options to help our teams with their fundraising efforts but most importantly, recognize your friends and family as honorary and memorial breast cancer survivors!

## Tribute Signs

These tribute signs are available to sell/purchase for \$25 each in honor or in memory of a breast cancer patient. These signs are 18"x24" coroplast and will be pre-printed and displayed around the Making Strides walk route during the event. The deadline to sell/purchase these signs is September 30, 2024.

*Note: Picture shown to the right is of the actual sign image. Only the tribute name can be altered.*



Pinwheel

Luminaria Bag



## Pinwheels and Luminaria Bags

The Making Strides Pinwheel and Luminaria Bag tributes are available to sell/purchase for \$10 in honor or in memory of a breast cancer patient. The pinwheels will be displayed along the Making Strides walk route and the Luminaria Bags will be included as part of the decor in the Survivor/Caregiver luncheon the day of the walk. The deadline to sell/purchase these tributes is October 15, 2024.



Scan here to go directly to the tribute sales page on the website!



# Your donation improves lives.

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure that everyone has an opportunity to prevent, detect, treat, and survive cancer.



**\$10**

can help people find hope and support online through our **Cancer Survivors Network™**.



**\$10**

could help put **free cancer education** in the hands of those who need guidance.



**\$25**

can help people facing breast cancer connect with trained survivors through our **Reach To Recovery®** program.



**\$25**

could help 1 person find **free answers** and much-needed support through our **24-hour helpline**.



**\$50**

can help provide **1 free ride** to treatment through our **Road To Recovery®** program.



**\$70**

can help provide **1 free night's stay** at a Hope Lodge® community for people with cancer and their caregivers.

**Donate today.**

[www.makingstrideswalk.org/wichitaks](http://www.makingstrideswalk.org/wichitaks)