



Welcome!

Dear Team Captain,

Thank you for supporting the **40th Anniversary of the Mercer Island Half for Colon Cancer Prevention and Rotary Charities**. Team building helps our organization bring the message of good health to a wider audience. By connecting with friends and family to bring a team together on race day, you help us to increase awareness and screening of colon cancer, and to improve the health and wellness of your community.

"Get Your Rear in Gear is bigger than just a message for colon cancer; it is a message for all of us to take action, lead longer healthier lives, go to the doctor regularly, to listen to our bodies when something isn't right and to get the right answers, regardless of age."

– Kristin Tabor, President and Founder of the Colon Cancer Coalition

In this packet, you'll find helpful tips for building and organizing your group. You'll also find suggestions for fundraising. On race day, the team who has raised the most funds, the largest team, and the team with the most creative identifier (t-shirt, cap, banner, etc.) will be recognized. We also recognize the individual who has raised the largest sum of money.

Get started with the team building process by registering for the race online. Be sure to select the Team Captain option when you sign up, so that you can establish the team name. Once you've registered, others will be able to find the team name and join you in your efforts to raise awareness and fight colon cancer.

Every team is important on race day, regardless of size or dollars raised. Thank you again for taking this important step to make this event a success.

Anne Carlson
Executive Director
Colon Cancer Coalition
annecarlsondavis@getyourrearingear.com

Dawn Naye
Mercer Island Half Event Director
Mercer Island Rotary Foundation
eventdirector@mercerislandhalf.com



How To Be A Great Team Captain

Get connected

1. Make a list of everyone you can contact to participate: family, friends, neighbors, co-workers, sport or civic organization members, and schoolmates.
2. Let your community know why this team effort is important to you. Write and send a brief email that shares the story of why you became involved so that people understand the importance of your efforts. Connect with friends on Facebook, Twitter, or CaringBridge.
3. Use this as an opportunity to get in shape. Build a neighborhood or workplace fitness group and set a goal for finishing the walk or run.
4. Host a team rally and invite team members who are already registered to bring a friend.

Get organized

1. Be sure that all team members register under your designated team name. Team members may register online or in person on race day but must be registered before online registration closes to be considered for the Largest Team award. Funds raised by that date will count towards the Largest Fundraising Team or Individual Fundraiser awards.
2. Design a team shirt, banner, hat or other marker. Involve kids or artistic team members to get them excited about the event.
3. Encourage fundraising. Fundraising is not required, but is greatly appreciated. A fundraising letter, tip sheet, and pledge forms are included in this packet. Make copies for yourself and your team members to use when soliciting funds.
4. Finalize details. Determine who will attend the pre-race packet pick up to get race numbers, shirts and goodie bags for your team.
5. Make arrangements for a meeting time on race day. Assign a meeting area with a sign, so the group will be easy to find at the event. Leave plenty of time before the race for the team photo.



Tips and Ideas for Successful Fundraising

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Mercer Island Half event, a customizable fundraising page is set up in your name. Add photos and a personal message so that visitors to your page will understand why this cause is important to you. There is a built-in email messaging system as part of your fundraising page. Import your email list and start sending messages!
- 3. Advertise the page.** Send emails to friends asking them to visit your site, post a message on CaringBridge, Facebook or Twitter, hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Customize a fundraising letter.** Use the attached letter to gather support and raise funds. Customize the letter with a card or flyer which includes personal information about why this issue is important to you.
- 5. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached pledge forms.
- 6. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of services or products for the event.
- 7. Approach business owners.** Local and national businesses are always looking for ways to promote themselves in the community. Businesses, including your own workplace, may be willing to match funds or help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a *Donation Day*.



Hello,

I am writing to ask for your support in helping me to improve awareness and screening for colon cancer. On Sunday, March 25, I will be participating in the **Mercer Island Half for Colon Cancer Prevention and Rotary Charities**. These events will help increase awareness colon cancer in our community.

As part of my participation, I am raising funds to help the cause. Would you be willing to support me in this effort?

There are several ways that you can help.

1. **Contribute funds**. Donations to my fundraising account can be accepted online, in person, or through the mail. My online fundraising page is listed below. You may also fill out the attached form and return it to me. All donations go to **Mercer Island Rotary Foundation**, which provides them to **Get Your Rear In Gear**, both of which are non-profit organizations. Contributions of all levels are greatly appreciated.
2. **Join me at the race as a participant or volunteer**. Runners, walkers and volunteers of all ages are welcome. Get more information about the event or register for the race at mercerislandhalf.com.
3. **Contribute products or services**. The Mercer Island Half takes place with the generous support of local businesses. If you have a product or service that you would like to contribute, let me know.

My online fundraising link is: _____

Thank you for your support.



Please accept my donation in support of colon cancer prevention and awareness in the amount of (circle one): \$25 \$50 \$75 \$100 Other \$ _____

Please make checks payable to the Mercer Island Rotary Foundation

Your Name _____
Address _____
City/State/Zip _____

_____ I would like to receive the Get Your Rear in Gear monthly newsletter.
Email _____

This gift is in support of:
Team Name _____
Team Captain _____
Individual _____

Please return your donation to the race participant or mail directly to:
Mercer Island Rotary Foundation
Attention: Colon Cancer Donations
P.O. Box 1
Mercer Island, WA 98040-0001
Tax ID # 91-1058004



Donation Receipt

Thank you for your donation to the Colon Cancer Coalition in the amount of (circle one) \$25 \$50 \$75 \$100 Other \$ _____

Your Name _____
Address _____
City/State/Zip _____

This gift is in support of:
Team Name _____
Team Captain _____
Individual _____

Your donation and pledge slip will be given to the Team Captain or mailed directly to:
Mercer Island Rotary Foundation
P.O. Box 1
Mercer Island, WA 98040-0001
Tax ID # 91-1058004



Mercer Island Rotary Foundation

P.O. Box 1
Mercer Island, WA 98040-0001
Tax Identification: 30-0377727

Pledge Form

Please accept my donation in support of colon cancer prevention and awareness in the amount of: (circle one) \$25 \$50 \$75 \$100
Other \$ _____

Please make checks payable to the Mercer Island Rotary Foundation

Your Name _____
Address _____
City/State/Zip _____

_____ Yes, I would like to receive the Get Your Rear in Gear monthly newsletter.

Email _____

This gift is in support of:

Team Name _____
Team Captain _____
Individual _____

Please return your donation and pledge slip to the Team Captain or mail directly to:

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