

2010 EIF REVLON Run/Walk For Women Team Captain's Manual



Mail forms and checks to:

EIF REVLON Run/Walk For Women
File 1380
1801 West Olympic Blvd.
Pasadena, CA 91199-1380

Contact:

info@revonrunwalk.com
tel 212.379.3199
fax 646.224.8262

THE FIGHT AGAINST WOMEN'S CANCERS STARTS WITH YOU!

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JOIN THE FIGHT!

Money Raised = Research Funds = Lives Saved

In the last sixteen years, the EIF REVLON Run/Walk For Women has distributed nearly 60 million dollars for women's cancer research. The money raised has helped fund critical research that has led the way for groundbreaking new therapies. One example is the drug Herceptin which, according to Dr. Dennis Slamon, Director of the REVLON/UCLA Women's Cancer Research Program, increases the rate of survival in 30% of the women diagnosed with breast cancer. The groundbreaking work and generosity of event founder Lilly Tartikoff, the Entertainment Industry Foundation, and REVLON CEO Ronald O. Perelman, along with the unprecedented fundraising efforts of Run/Walk participants in New York and Los Angeles, have advanced the science of cancer research by 6 to 8 years.

2010 New York Beneficiaries

For a complete listing of the 2010 EIF REVLON Run/Walk For Women Beneficiaries, please visit our website at revlonrunwalk.org.

The Facts About Women's Cancers:

It is estimated that in 2010:

- » More than 273,000 new cases of women's cancers will be diagnosed this year in the U.S.
- » Approximately 40,000 women will die from breast cancer in the United States
- » Breast cancer will account for 27% of all cancers diagnosed in women in the United States
- » Approximately 22,000 new cases of ovarian cancer are expected this year
- » About 15,000 women will die of ovarian cancer

Source: American Cancer Society, Cancer Facts & Figures 2009
Women's cancers include: breast, uterine, ovary, vulva, vagina

Early Detection is the Key - The American Cancer Society Recommends:

- » All women conduct monthly breast self-examinations
- » All women have an annual clinical examination by a health care professional
- » All women aged 40 and over have a yearly mammogram



INFORMATION FOR TEAM CAPTAINS

Step 1 > Register

If you have not already done so, you can register now at revlonrunwalk.org. There you can register online or download and mail in a registration form. Make sure to include your team name and team number. The non-refundable registration fee is \$30.00 per person through April 18th; the registration fee increases to \$35.00 beginning April 19th.

Step 2 > Recruit Your Team

A Run/Walk team must have a minimum of 15 participants and can include anyone registered for the event: women, men and children. Check the "Team Recruitment Tips" section of this manual for great ideas on how to build your team.

Step 3 > Register Your Team

Each individual team member must be registered for the event and pay the registration fee (\$30.00 until April 18th or \$35.00 starting April 19th). Encourage your team members to register early; the sooner they join the team, the sooner they can begin fundraising.

There are 3 ways to register:

One > REGISTER BY MAIL:

Registration forms and checks can be mailed individually or collected by the Team Captain and mailed together to:

EIF REVLON Run/Walk For Women
File 1380
1801 West Olympic Blvd.
Pasadena, CA 91199-1380

Team Captains may print registration forms from the EIF REVLON Run/Walk For Women website at revlonrunwalk.org. **Click on Downloads**. If you are handing out registration forms to your team, write the team name and number on the forms before copying them.

Two > REGISTER ONLINE:

Team members may register using a credit card on the EIF REVLON Run/Walk For Women website revlonrunwalk.org/ny. Online registration closes on Wednesday, April 28th.

All individuals who register online after Friday, April 19th will pick up their BIB packets in Times Square on event day.

Three > REGISTER ON EVENT DAY:

Late-Registration will be available from 7:00-8:30 am on the morning of the event, Saturday, May 1st, in Times Square. The event day registration fee is \$35.00.



BIB PACKETS:

If you register prior to April 19th, you will receive your BIB packet in the mail. Those registering after April 19th will pick up their BIB packet in Times Square on event day. Online registrants must bring their registration confirmation with them to Times Square on event day in order to pick up their bib packets.

Step 4 > Fundraise to Save Lives

Once a team member has registered, she or he can begin collecting pledges. Use the information in the “Join the Fight” and “Facts about Women’s Cancers” sections of this manual to remind your team members of the importance of fundraising. Set an ambitious team goal, and challenge them to meet it. Check the “Fundraising Tips” section of this manual for some great tips on raising funds and be creative! Also remind your team members about the incentive fundraising awards available to them for raising donations. Information regarding the awards may be found on our website at revlonrunwalk.org.

Step 5 > Build Team Spirit

Building your team’s identity can be great fun, helps create camaraderie among your team members, and makes the experience all the more memorable. Be as creative as you can – create t-shirts, hats or buttons to wear on event day; get together periodically to check in and help each other with fundraising ideas; offer prizes for surpassing fundraising goals. Have fun!

Step 6 > Team Captain Meeting

Event information will be sent to the Team Captains periodically (*mainly via email*). You’ll have the opportunity to attend a Team Captain meeting (*with several dates from which to choose*) where you can get answers to your questions and enjoy our appreciation of your efforts and dedication. It’s also an opportunity to meet and exchange ideas with other Team Captains.

Step 7 > Event Day

A team sign will be provided for each team and should be picked up by the Team Captain between 7:00-8:30 am on the day of the event. Please keep in mind that your team name cannot be changed after April 9th, so make sure you’ve settled on the name you want before that date.

Team Check-in/Sign Pick-up Areas will be set up along 45th, 46th and 47th Streets between 6th and 7th Avenues. Areas will be clearly marked alphabetically by team name. Once the Team Captain has picked up the team’s sign, you can plan to meet the rest of your team members in the Team Meeting Area. Expect a large turnout; Times Square will be crowded. Please utilize the provided space to gather your team.

Step 8 > Team Photograph

Your team photograph will be taken on your designated team street before the Run/Walk kickoff or in Central Park at the Team Photo Area after the event. Be sure that all your team members are gathered before you get in line for your picture.

TOP 20 QUESTIONS ASKED OF TEAM CAPTAINS

Being a Team Captain is an important and rewarding role. Part of your responsibility will be to keep your team members informed and answer their questions. The following is a list of the most commonly asked questions, with answers. If you need any more information, please call the EIF REVLON Run/Walk For Women New York office at 212-379-3199, or email us at info@revlonrunwalk.com.

Q: Where and when is the event?

A: The EIF REVLON Run/Walk For Women will take place on Saturday, May 1st. It begins in Times Square with Opening Ceremonies at 8:15 am. The official start of the event is at 9:00 am. The event will end in Central Park around noon.

Q: Can family members and friends join my team?

A: Yes. Anyone can register to become part of a team – women, men and children. All team members must be registered.

Q: Can I bring young children? Strollers? Rollerblades? Bikes?

A: Children of all ages are welcome and strollers are fine (*we are expecting a large turnout, so keep this in mind before deciding to bring infants*). Children must be registered to be official team members, but those under 12 may accompany the team unregistered. All children must be accompanied by an adult.

Rollerblades and bikes are NOT permitted.

Q: Why should I fundraise?

A: Your fundraising helps advance the fight to eradicate women's cancers. Countless lives have already been saved because of the donations raised by Run/Walk participants. Plus, if you raise \$250 or more you become eligible to receive a fundraising award. Last year's top fundraising team brought in over \$100,000, so set your goals high!

Q: How do I turn in my donations?

A: *Mail donations to:*
EIF Revlon Run/Walk For Women – New York
File 1380
1801 West Olympic Blvd.
Pasadena, CA 91199-1380

Please do not send cash. If you have collected cash donations, you can deposit them in your bank account and write a check.

You may also bring donations to the Pledge Drop-off Area on event day. In order to qualify for any fundraising incentive award, all donations must be received by June 11, 2010.

Q: When do I get my Run/Walk T-shirt?

A: Beginning at 7:00am on event day, Saturday, May 1st, participant gift bags containing your t-shirt will be available in Times Square, on 7th Avenue between 47th and 48th Streets. You must have your t-shirt tab from your bib in order to retrieve your bag.

Q: What is a tribute sign and where can I get one?

A: Tribute signs are placards that can be pinned to your shirt in honor or in memory of someone who has battled cancer. They will be available online to download and print prior to event day. You may also pick them up on event day in Times Square at the Entertainment Industry Foundation Tent.

Q: Is there a rain date?

A: No. The event takes place rain or shine.

Q: Where do we meet our team members at the start?

A: The Team Captain should coordinate a meeting spot with their team members. *(We strongly suggest using the Team Meeting Areas between 6th and 7th Avenues on 45th, 46th and 47th Streets).*

Q: Can we bring a team banner?

A: Yes. You can bring a team banner to carry as you walk. We will provide a team sign that you can carry, but you are welcome to bring one of your own as well.

Q: Where can I meet up with my team members at the finish?

A: There will be a Team Meeting Area at the Health Expo in Central Park where you can reassemble with team members.

Q: Can I register on the day of the event and still join my team?

A: Yes. Late registration will be available from 7:00-8:30 am on the morning of the event in Times Square. The late registration fee is \$35.00. Captains should make sure that team members who register individually have properly filled out their entry form with their team name and number, and that they have signed the waiver.

To avoid lines on event day, we strongly encourage pre-registration.

Q: Do I get anything for raising donations?

A: Any funds you raise give you the satisfaction of knowing that you are helping to save lives. If you raise at least \$250, you can earn various fundraising awards *(information is available at revlonrunwalk.org)*. There are some great incentives, so set your goals high!

Q: Does my registration fee count toward my fundraising award?

A: No. Only funds raised beyond your registration fee count towards your fundraising award. Raising more donations means a larger contribution to the beneficiaries fighting women's cancers.

Q: Is there a place for me to check my bags? What about baggage pick-up?

A: No. Unfortunately, this year we are unable to provide a baggage check at the event. We advise you to bring only what you are able to carry on your person.

Q: Is there parking near the start of the Run/Walk?

A: There is no street parking near Times Square and very limited garage space. We suggest that you use public transportation, which is plentiful in the Times Square area. Visit www.mta.info for transportation information.

Q: Is there a registration fee for children?

A: Children under the age of 12 *(accompanied by an adult)* may participate without registering, but children of all ages may register and help to collect donations. It's a great way to teach your children about the importance of helping others, and to make them really feel like part of the event. Please note that only registered participants receive a t-shirt at the start of the event.

Q: Can we bring pets to the event?

A: Pets *on leashes* are permitted. Please use good judgment and consider the safety of participants and spectators when deciding whether or not to bring your pet, and please be considerate and clean up after any pets you do bring.

Q: Will there be refreshments at the finish line?

A: There will be complimentary snacks and beverages available to all registered participants upon completion of the event.

Q: Can individuals register online? Is the registration cost the same?

A: Yes. To register online, visit revlonrunwalk.org/ny. The registration fee is \$30.00 (*\$35.00 late registration beginning April 19th*).



BUILD YOUR TEAM AND FUNDRAISE!

Remember, more people participating in the EIF REVLON Run/Walk For Women and more money raised means more funding for scientific research to help save the lives of those battling women's cancers. Below are many tips for building your team and fundraising. Though some are specific to offices or schools, most can be adapted to just about any environment. Be creative!

TEAM RECRUITMENT TIPS

- » Promote the EIF REVLON Run/Walk For Women with an article in your company newsletter, church bulletin or student newspaper.
- » Distribute registration forms to all your colleagues accompanied by an inter-office memo (*this can also be done via email*). You can retrieve more registration forms in the **Downloads** section of the Run/Walk website at revlonrunwalk.org.
- » Display event posters, stands and registration forms in public areas such as lunchrooms, lobbies, restrooms, reception areas, waiting rooms, lounges, break rooms, student unions, elevators, etc. Materials can be requested from your team captain page under the **Reports** tab.
- » Ask your payroll department at work if you can insert a registration form or event flyer with paychecks.
- » Hold an informational meeting about the EIF REVLON Run/Walk for Women in the lunchroom, break room, student union or other public place and set up a team sign-up table. Show the EIF REVLON Run/Walk team video (*located at revlonrunwalk.org/ny/video.html*) for extra inspiration.
- » If you work in a building with smaller companies, invite them to join your team. Set up an informational/registration table in the lobby.
- » Keep others informed on your team's progress via email and voicemail.
- » If you've participated as a team member in the Run/Walk before, contact your previous team's walkers and ask them to return! You can view last year's team members from your team website when you login as Team Captain.
- » Get your clients involved! If you work with clients who do not have a Run/Walk team, ask them to join your team. This can also be done with vendors or any other company with whom you regularly do business.
- » Hold a Women's Health Awareness Day and distribute materials and information about the EIF REVLON Run/Walk For Women. You'll be educating your peers while signing up walkers.

FUNDRAISING TIPS

- » Encourage team members to collect pledges by creating prizes for top fundraisers. For example, you could offer a paid vacation day, a bonus casual day, theater or sports tickets, exemption from classes, community service credits, etc.
- » Encourage friendly competition between departments or grades, or challenge another team to see who can raise the most money. Post a running tally of fundraising totals in a visible spot.
- » Ask employees or others to submit designs for your team t-shirt. Turn this into a fundraiser by asking for an "entry fee." Have everyone "vote" on their favorite design with dollar donations and then sell the t-shirts to non-walkers.
- » Offer employees the opportunity to donate to your team through a simple payroll deduction.
- » Ask your company about utilizing an existing matching gift program. Companies can make a flat donation to the team, or sponsor walkers for fifty cents on the dollar, dollar for dollar, or even two-for-one. If your company or organization does not have a matching gift program, talk to management about starting one. *(Note: Because there are many variables not within our control that affect the processing of matching gifts, the actual matching gift donation must be postmarked no later than June 1, 2010 for it to be counted towards any fundraising award total.)*
- » Students can ask their school faculty if they will match the top ten fundraisers dollar-for-dollar or a set percentage of the total.
- » Ask everyone in your office to empty their pocket change into a donation jar every day. Use a clear jar to watch it fill up. Encourage competitions to see which department can fill a jar, or can fill the most jars. *(Please note: once you collect your jars of change, deposit the cash and write a check for the amount to EIF REVLON Run/Walk For Women and submit with your other donations. Please do not send cash.)*
- » Sell pink ribbons, buttons, bumper stickers, candy, home-baked goods or other small items to raise money for your team.
- » Organize team intramurals, and challenge a rival company, department or school to a softball game, bowling match or poker night with all proceeds going towards the winning team's fundraising total.
- » Challenge another company in your area of business (*advertising agencies, internet developers, law firms, hospitals, competing schools, restaurants, etc.*) to see who can raise the most money in this year's Run/Walk (*call the EIF REVLON Run/Walk For Women office for a list of participating companies*). You can also set up a competition inside your own company between departments or between employees working on different accounts or areas of the business.
- » Ask your offices in other cities or states — or even other countries — to sponsor your team. This is a great way to raise more money and to promote company-wide involvement in the Run/Walk.
- » Have a bake sale, car wash, penny drive or a rummage sale, with all of the proceeds going to your Run/Walk team. Think really big and organize a concert, dance or other special event.
- » It's great for children to involve their parents in their fundraising efforts, asking them to help raise money at their workplaces and through their friends and other contacts. *(Parents should also check to see if their companies have matching gift programs.)*
- » Conversely, parents can put their children to work fundraising in school among their teachers and friends or through sports teams or clubs.
- » Employees or customers of restaurants and bars can work with management to select a drink or entree special and donate part of the proceeds of that item to the Run/Walk. Or, offer patrons a special happy hour night, with a percentage of the proceeds going to support the team. Decorate the venue with Run/Walk posters and ask the staff to wear t-shirts and buttons promoting the event. As an added bonus, a community tip jar can encourage wait staff to donate their change tips for the day.
- » Gaming tournaments are also a great fundraising event for bars and restaurants; proceeds from pool, ping-pong, darts or video game tournaments all benefit the team fundraising.