

POWER OF

39

**HOW TO
TEAM UP
FOR IMPACT**

TEAM CAPTAIN GUIDE

AVON

39 THE WALK TO END
BREAST CANCER

A PROJECT OF THE AVON BREAST CANCER CRUSADE



LEADING THE CHARGE

YOU GOT THIS

THANK YOU FOR BECOMING AN AVON 39 TEAM CAPTAIN. WHETHER YOU ARE A SEASONED TEAM CAPTAIN OR A FIRST YEAR WALKER, YOU ARE A PART OF A VERY SPECIAL GROUP OF 39ERS COMMITTED TO PUTTING AN END TO BREAST CANCER.

LEADING A TEAM IS NO SMALL UNDERTAKING, BUT IT HAS A BIG IMPACT. BEING PART OF A TEAM ENHANCES EVERY TEAM MEMBER'S AVON 39 EXPERIENCE.

AS A TEAM CAPTAIN, IT'S OUR GOAL TO ENSURE THAT YOU HAVE EVERYTHING YOU NEED TO LEAD YOUR TEAM TO THE FINISH LINE!

AVON

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THE POWER IS IN YOU

YOUR TEAM CAPTAIN ROLE

AS A TEAM CAPTAIN, YOU WILL RECRUIT TEAM MEMBERS AS WELL AS MOTIVATE THEM TO REACH AND EVEN EXCEED THEIR PERSONAL FUNDRAISING GOALS. MORE TEAM MEMBERS EQUALS MORE IDEAS, MORE FUNDRAISING POWER AND, OF COURSE, MORE FUN. TOGETHER, YOUR TEAM CAN HELP CRUSH BREAST CANCER!

Successful Team Captain's check list:

- Recruit as many people as possible to join your team (there is no team member limit)
- Communicate regularly: Emails, phone calls, texts, and social media bring the team together
- Establish (and exceed) fundraising and training goals
- Organize team fundraising events
- Motivate each team member to raise a minimum of \$1800 (required for all walkers)
- Hold each other accountable to the team goals



GUIDELINES & TOOLS

ORGANIZING YOUR ONLINE TEAM

Your team will have a team webpage similar to your personal fundraising page. The Team Captain has access to personalize and edit this team webpage.

You can choose to make your team “open” or “private” (requiring potential teammates to know your team password).

FUNDRAISING MINIMUM

Each individual walker must have \$1800 in their personal fundraising account in order to participate in the event.

PROCESSING AND CREDITING DONATIONS

All offline donations should be accompanied with a Donation Coupon when they are mailed in.

DONATION TRANSFERS AND ALLOCATION

Once a donation is deposited into a participant’s account, the donation cannot be transferred to another teammate.

Donations allocated to the general team account will be manually distributed amongst team members according to the Team Captain’s preference.

HOME **EMAIL** **PROGRESS** **PERSONAL PAGE** **TEAM PAGE** **MORE...** [Edit Profile](#) | [My Walks](#) | [Sign Out](#)

Message from your team captain: Are you ready to earn your 39? [Edit](#)

WELCOME TO THE AVON 39 NEW YORK 2015

Participant #
Team: Avon 39 New York Team

Your Local Walk Office:

NEXT STEPS

- 1 Request Donations
- 2 Send a thank-you note to Donors
- 3 Fundraise with Facebook

YOUR FUNDRAISING PROGRESS

\$0.00 I Have Raised	\$1,800.00 My Goal (change)	0% Percent Raised	0 Days Left
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AVON 39

YOU'VE GOT THE POWER

FUNDRAISING AT A GLANCE

The number one reason people do not donate is because they aren't asked!

Direct your team members to make a list of potential donors including everyone they know, the businesses they frequent and the hobbies they have. Ask each team member to create a personal letter or send an email through their Participant Center.

Work with your team members to make sure each one takes advantage of our **Fast Track Fundraising** program.

Fundraise with social media and by texts. Encourage your team members to let their network know they are participating in AVON 39 The Walk to End Breast Cancer, why it's important to them, and how much they are asking their network to donate.

Maximize your impact by hosting fundraising events with your team. Be sure to choose an activity that people would typically spend money on and ask for donations instead. For example, your team could host a silent auction, car wash, game night or bake sale!

Utilize Matching Gifts. You can double your impact by asking your donors to have their employers match their donation. Many companies have existing Matching Gift programs.

Talk to your Walker Coach for more ideas and be sure to check out additional fundraising tips in your Participant Center.



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CRUSH YOUR GOALS AND SCORE GREAT REWARDS

TEAM MEMBERS ARE ELIGIBLE FOR FAST TRACK FUNDRAISING AND FUNDRAISING REWARDS. BUT TEAMS CAN ALSO QUALIFY FOR PREMIER RECOGNITION LEADING UP TO AND AT THE EVENT.

The **Platinum Team Program** is made up of those Teams with 10 or more members (Walkers only) and/or those that reach the \$20,000 fundraising mark by Check-In Friday. Platinum Team members will earn the following rewards:

- Special “Platinum Team” gift to wear during the event and showcase your success
- Recognition in pre-event communications
- Priority access at Check-In Friday (during designated times)
- Team tenting with premier tenting assignments at Basecamp 39
- Team photo recognition before Saturday evening program

Last year, there were more than 100 Platinum Teams across the country! We’ll make sure you have the Power to become a Platinum Team!

POWER OF

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TAKE BREAST CANCER DOWN

39ERS BANDING TOGETHER IN SOLIDARITY HAVE ONE POWERFUL GOAL: TO CRUSH BREAST CANCER. SO MANY SISTERS, AND MOTHERS, FRIENDS, AND LOVED ONES HAVE BEEN LOST. AT AVON 39, WE SEE A WORLD WITHOUT BREAST CANCER, STOPPED IN ITS TRACKS ONCE AND FOR ALL.

AVON 39 THE WALK TO END BREAST CANCER IS A POWERFUL VOICE FOR CHANGE.

As a Team Captain you are making a remarkable impact. We know that it won't always be easy, but your Walker Coach is here to help you every step of the way. Just give us a call at **888 540 WALK**



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2016