

Thank you for taking on this role of Team Captain for Spring Sprint 2012.

Teams are an important part of the fundraising effort for the 20 Spring Sprints across Canada. There is strength in numbers and by working together as a group; you can raise even more to help those affected by a brain tumour.

In 2011 561 teams took part in Spring Sprint. These inspiring groups had a fun day while helping to raise funds in support of programs and services for brain tumour patients as well as critical research into the cause of and cure for brain tumours. With your team, you will show your support for those affected by a brain tumour in your community.

Your team can be made up of anyone who wants to join from friends and family to co-workers and of your leisure sports teams. There is no limit to your team's size or make-up, if someone wants to join, welcome them to your Spring Sprint Team!

As a Team Captain, you are the main source of information for your team. Your team members will look to you for advice and direction; therefore, it is important to communicate and delegate.

As Team Captain, your responsibilities before the Spring Sprint are:

- Recruiting team members
- Getting your team members registered online with all the necessary information
- Set your team fundraising goal
- Distributing and collecting pledge forms to team members
- Organize fundraising events and share ideas with your team members
- Keeping your team members informed and excited about Spring Sprint. You can check the city page for your local event on www.SpringSprint.ca for details as they are added.
- Educating your team members about Brain Tumour Foundation of Canada and the efforts that lead to hope and support for anyone affected by a brain tumour.

Each of these steps is detailed on the following pages and responsibilities on the day of the Spring Sprint are found on page 4.

Recruit your team:

Teams can be made up of friends, family, co-workers, customers at your business and any combination of these groups. All you need is a common goal to have some fun and raise money for Brain Tumour Foundation of Canada at the same time. There is no minimum or maximum number of people on a team and all ages and fitness levels can participate. A few ideas to recruit team members include:

- Post a message on your Facebook or Twitter page that you are putting together a team and invite people to join you.
- Email your friend and co workers.
- Ask your employer if you can put a message in the payroll envelopes or company newsletter.
- Post flyers in the lunchroom, washroom, by the time clock, in the parking garage, elevators
- Change your voicemail on your phone(s) to talk about the Spring Sprint
- Add a note to your personal email signature mentioning your team and how to join you
- Keep a signup sheet on your office door/at your workstation so people can join up if you are not there when they drop by

Get your team registered:

- As the Team Captain you must register first and identify yourself as Team Captain.
- You can pick a name for your team now or add it later.
- Direct your team members to www.springsprint.ca and click on 'Locations & Details'. From there, team members can select their city and follow the instructions to Register or Join a Team.
- You can also collect the information and register for from them. You will need: Full name, address with postal code, phone number, email address and T shirt size, if your team is not creating your own shirts (*see note on page 3*).

If anybody needs assistance with registration, please contact Carol at our Help Desk at canthony@braintumour.ca or 1-800-265-5106.

Set your team Fundraising Goal

Ask you team how much money they think they can raise. Challenge your group to an inspiring total to really motivate everyone. Perhaps there's a number that is meaningful to the group, like something associated with someone's birthday, or the current year. If each person can achieve a \$10.00 donation from 10 people, they have \$100!

Once your goal is set, look for fundraising ideas you can do together to help raise your total and build team spirit.

Distribute and collect pledge forms:

As each person registers for your team they will receive an email confirming their registration with the pledge form attached (pdf). This can be printed and carried to fill out cash and cheque pledges. Encourage each team member to pledge themselves on the first line – others will follow!

Credit card pledges can be made online to an individual or the team in general. These donations do not need to be noted on a pledge form.

We recommend collecting cash and cheques and completed pledge forms from your team the day before the Spring Sprint and double checking them all before you hand them in. Remember the form must have full name, address phone # and email for each person on your team and they must sign the waiver at the bottom of the pledge form. The same information is needed from people donating if they wish to receive a tax receipt. *Tax receipts can only be issued if the “Tax Receipt Required” box is checked off on the pledge form and all of this information is legible.*

Organize fundraising events for your team members

We offer a Community Event Guide that can help you coordinate fundraising events to boost your team’s fundraising totals as well as team spirit. To request yours, please email Eileen at equigg@braintumour.ca.

You can also gather your team together for an evening or a lunch to brainstorm ideas about fundraisers. Some popular ideas include:

- Car wash, garage sale, bottle drive, used book sale etc
- Office “penalty” jar, (cell phone ringing in meeting, late for work, forgetting uniform or name tag)
- “Casual Day” or some other theme Dress Up day at the office,
- Popcorn or candy sales
- Offer to bag groceries and help customers carry to their car at local grocery store
- Be a “Change Bandit” and ask people for their spare change to add to your Donation jar
- Don’t forget to ask your employer if they will match your funds with a Company Matching Gift program!

Don’t forget to check local regulations for lotteries and food permits and get permission from your employer for any work related events.

Keep your Team Members informed and excited about Spring Sprint

Ensuring your team members informed about how close you are to your fundraising goal and letting them know about upcoming fundraising events is an important element of keeping your group excited about their important efforts.

By keeping the excitement level high and saying ‘Thank You’ often, you will be letting them know the cause is important and that their help and enthusiasm is important.

A Special Note About T-shirts

- Colour: You may wish to create a special t-shirt to show your support for your loved one, or, if your team is a corporate team, the company leading the group. This is a great team building idea. To ensure that your shirts stand out on the day of the event, we respectfully ask that you *do not use Royal Blue for your team shirts*, this colour is used to honour brain tumour survivors at each event. *Orange is an important colour to avoid* as well because all event volunteers are given an orange shirt; you don't want your team put to work!
- Spring Sprint Shirts: When you register online you have the option of saying "No Thanks" to the standard white Spring Sprint T-shirt if you are going to have your own Team Shirts.

Educating your team members about Brain Tumour Foundation of Canada

The more your team knows about Brain Tumour Foundation of Canada, the easier it will be for them to raise money.

Visit www.BrainTumour.ca for all the information you might need about Brain Tumours or Brain Tumour Foundation of Canada. You can also request a complete Information Package that you can share at a team meeting on the website or by calling 1-800-265-5106.

It's Sprint Day! Congratulations!

As Team Captain, your responsibilities at the Spring Sprint are:

- Handing in pledge forms and donations to the Registration area upon arrival at Sprint, and collect T shirts for your team members. Look for the banner that says *Team Captain Check-In*. Having just one person hand in the money and forms will make the process easier and faster for your group.
- Organizing your team to meet at the Spring Sprint site to get ready for the event.
- Email us a photo of your team at the Spring Sprint! Send your photo to Megan at mwinkler@braintumour.ca.
- Making sure your team has fun!

That's all there is to it. So get started today and put together your Team!

Thank you for your support in helping us to Imagine a Cure for brain tumours.

Sharon Whiteside
National Special Events Manager
Brain Tumour Foundation of Canada
swhiteside@braintumour.ca
1-800-265-5106 ext 229