



# Team Captain Toolkit

Thank you for your and your family's generous support of the YMCA's 5K Walk and Run, an annual event benefiting the **Livestrong®** Program at the YMCA of Metuchen, Edison, Woodbridge and South Amboy and the YMCA at the Piscataway Community Center. **Livestrong® at the YMCA** is a free-of-charge program for cancer survivors to help them regain their physical and emotional health after a cancer diagnosis.

**This annual YMCA 5K walk and run supporting our **Livestrong®** Program will take place on April 21, 2024** at Roosevelt Park in Edison. You will prove to be an integral part of the **Livestrong®** Program, and we hope you are as excited as we are for this year's Race!

Each year walkers and runners participate in this event in memory of Janice Garbolino, former Health and Wellness Director at the Metuchen branch YMCA, who lost her battle with cancer in 2002. Cancer is a life-changing disease that takes a tremendous physical and emotional toll on those affected. Through the **Livestrong® at the YMCA** program, cancer survivors have the opportunity to get back on their feet to increase physical activity, reduce cancer-related fatigue and promote overall health.

Your participation is the first step to ensuring the success of the YMCA's 5K walk and run. This kit is designed to provide you with the tools to make your experience fun, successful and rewarding.

We want to arm you with a few tools to help you fundraise if you are interested in doing so. Learn about some of the fun challenges we are introducing this year and how your team can be immortalized on the **Livestrong® at the YMCA 5K Hall of Fame!**

Take the first step today and read on!

**Every step you take helps cancer survivors LIVE STRONG!**



## FORM YOUR TEAM (JULY)

First Question: Do you want to start a team? Running, Walking or Fundraising is fun together!

Invite friends to join you at the event or to support the cause with you. You can raise

important funds that will impact cancer survivors in your neighborhood. Every dollar you raise

impacts a family. If you registered already but would like to start a team, please reach out to

[Elizabeth.bennett@ymcaofmews.org](mailto:Elizabeth.bennett@ymcaofmews.org) to make the necessary changes online.

Be **optimistic** and **determined**.

Find out if your company has a **matching gifts** program. Matching gifts can double your team money!



Set a daily goal for yourself and **beat it!**

Ask your friends to **contribute** to **Livestrong® 5K** instead of **purchasing a gift** for your birthday, anniversary, or any occasion!

# HITTING YOUR GOALS – RECOGNITION AND CHALLENGES

## Fundraising Badges:

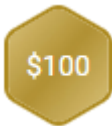
*Earn fundraising badges once you've reached a new milestone.*

### Fundraising Badges

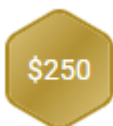
*Badges will display on your page when you hit certain milestones*



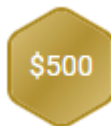
**\$50+**



**\$100+**



**\$250+**



**\$500+**



**Team Member**



**Team Captain**



**First Donation  
Received**



**Facebook Fundraiser  
Enabled**



**5 Donations Received**



**10 Donations Received**



**20 Donations Received!**



YMCA of MEWSA and the YMCA at the Piscataway Community Center's Livestrong 5K Run and Walk, a Janice Garbolino Memorial Event.

Sunday, April 21, 2024

[www.givesignup.com/YMCAofMEWSA5K](http://www.givesignup.com/YMCAofMEWSA5K)

# Fundraising Incentives

## Team Awards

*\* Teams must consist of three or more fundraisers*



**Top Fundraising Team** – YMCA Livestrong Top Fundraising Team Trophy, Inclusion in post-race email to all participants as top fundraising team, Race swag items to share with team.

**All for One (Team with the most individual gifts)** – Race swag items to share with your team, Inclusion in post-race email to all participants as top “All For One” team.

**Sponsor Star** – Team with the most Sponsors (donations of \$250+) – Race swag items to share with your team, Inclusion in the post-race email to all participants as top “Sponsor Star” team.

**Largest Team (Team with the most members)** – YMCA Livestrong Largest Team Trophy, Inclusion in post-race email to all participants as the largest team.

## Individual Awards

**Top Individual Fundraiser** – YMCA Bag, Inclusion in post-race email to all participants as top fundraiser.

**\$500 Individual Fundraising Milestone** – Race swag item

**#number1** – Most Used #Hashtag (#YMCA5K) – Race swag item

We encourage participants to start fundraising right after registration. Challenges will end at 12pm the Friday before Race Day.

Fundraising pages will stay open throughout race weekend, closing out at the end of the month and participants can register day of the event but will not be counted towards the competition. Incentives will be handed out at the event or can be picked up at your local YMCA Branch.

Questions about fundraising? Contact [Elizabeth.Bennett@ymcaofmews.org](mailto:Elizabeth.Bennett@ymcaofmews.org)



# YMCA 5K AND WALK FOR LIVESTRONG® FUNDRAISING TIPS



*Fundraising is easier than you think! Here are some tips to get you started. If you're a team captain, forward this to your members to help them with their fundraising efforts and to show them just how easy it is.*

## Tip #1: Personalize your fundraising page

- Add an image or photo that illustrates your story.
- Share your reasons for participating in this year's event.

## Tip #2: Set a fundraising goal

- Make your goal challenging but attainable.
- Lead by example and make a personal donation.
- Share, share, share and follow up with your network again once you reach your goal!



## Tip #3: Ask, ask, ask

- Use the sample emails below to reach friends, family and colleagues.
- Promote the race at work, in your neighborhood and anywhere you visit! Ask us for Posters and Brochures to put around town.
- Spread the word on your Facebook, Twitter, LinkedIn and Instagram accounts.
- Host a little event like a bake sale, car wash, yard sale, or jeans day at work to support your team.
- Sell sponsorships on your team t-shirts. When asking for donations, offer to put their name on your team's t-shirt if they donate \$25 or more. At \$250 they can be listed on the official YMCA 5K and Walk Event T-shirt!
- Encourage virtual runners/walkers – ask someone who cannot run or walk with you to help collect donations and become a virtual fundraiser.
- Help your Team Captain by suggesting friendly competition between team members. Give your teammates a weekly challenge; 1<sup>st</sup> to \$100, 1<sup>st</sup> to recruit 2 new walkers, etc. Be sure to recognize the winners.

## Tip #4: Maximize donations through matching gift programs

- Encourage friends and family to check with their Human Resources department to see if their company has a matching gift program. Our [Matching Gift](#) page can be helpful in determining which companies match donations. Your supporters will need to complete a matching gift form (available from their company's HR department) and send it in with their donation or afterward.

## Tip #5: Thank your supporters

- Don't forget to send thank you messages to your friends and family for their support. A sample thank you e-mail is below or consider publicly thanking your donors on social media.
- We hope you find these tips useful in your fundraising efforts. If you have any questions, please contact Elizabeth Bennett at 732-516-2087 or email [Elizabeth.Bennett@ymcaofmews.org](mailto:Elizabeth.Bennett@ymcaofmews.org)



## THE FAST TRACK TO \$250...



- Donate \$20. The first donation is the hardest – set an example!
- Ask 4 relatives for \$20. Now you're at \$100.
- Ask 3 friends for \$20. You've reached \$160, and over half of your goal!
- Ask a co-worker to give you \$10. That's one less takeout lunch during the week. That's \$170! Doesn't that feel good?
- Email four people you know and ask for a small donation of just \$5. That's the cost of a fancy latte. Hey - now you're at \$190.
- #BeSocial! Post a message on social media and ask for only \$10. You'll easily find two people to donate to your cause, and that makes \$200. Woohoo!
- The neighbor who always asks to borrow something from you – the lawnmower, your shovel ... ask them for a \$10 donation. It's time to give back!
- Speaking of giving back ... ask two people (your mechanic, hairdresser, dentist, doctor, insurance agent, plumber, landscaper, etc.) for a \$10 donation. That's \$230, which means you have 20 dollars left to raise!
- Ask two members of a group you belong to donate the last \$10 to meet your goal. If you are a member of a school, book club, rotary, young professional's network, parent group, church, temple, etc., you will surely find two more people who wish to contribute.
- Congratulations! You have reached your \$250 goal. Wasn't that easy? Now, re-visit these steps and **double your donations!**
- Don't forget about sponsorships! Ask your physician, nutritionists, therapists, pharmacy, dry cleaners, daycare, and other local businesses to support **Livestrong®** at the YMCA. They can have a logo on the T-shirt for a \$250 donation. We also thank our sponsors with shout-outs on Facebook and on the YMCA Website!



DID YOU KNOW? Most people who donate to you or your team will do so because of one simple reason:

**YOU ASKED.**

## ASK FOR A GIFT

Sample



Emails

Subject: Can you help me raise funds for cancer survivors?

On Sunday, April 21<sup>st</sup> I am participating in the YMCA's Livestrong 5K Event raising money for a program for cancer survivors. This program is offered at no-charge to cancer survivors. This cause is so important to me.

As you know, <Friend's Name – Mom, Brother, etc.> battled cancer. <add personal note>. It's a life-changing disease that takes a tremendous physical and emotional toll on those affected. Through the Livestrong® at the YMCA program, cancer survivors have the opportunity to get back on their feet to increase physical activity, reduce cancer-related fatigue and promote overall health- **at no cost to them**. It's free! For some, this program helps them reach goals like being able to pick up their children, play soccer with them or a friend or just stand for a longer period of time.

Need more of a reason to support? How about 335,000 reasons: that's how many cancer survivors are in NJ alone. With your support, we can give survivors hope by raising money that funds this free program that increases their strength, balance, flexibility, endurance and improves their confidence and self-esteem. Participants share that they go to the cancer center for treatment but they go to the YMCA to HEAL. I am happy to be able to help in this way.

Our goal is to raise \$<AMOUNT>. To reach that goal, I am looking for friends to come out and participate with me, join my team or make a donation to the cause.

Can we count you in?

Simply respond to the hyperlink below to make your donation. To make sure it counts towards my team, once you get to the home page, click the DONATE button. Search for my name or for my team name <TEAM NAME>. We need you!

I hope you can make a donation of any size or walk or run with us on Sunday, April 21 at Roosevelt Park.  
[www.givesignup.com/YMCAofMEWSA5K](http://www.givesignup.com/YMCAofMEWSA5K)

Thank you!

<NAME>, Team Captain

## RECRUIT YOUR TEAM

Subject: Racing together for cancer survivors

Our family would like you to join our team in support of the YMCA's Livestrong® program for cancer survivors. As you know, <Friend's Name – Mom, Brother, etc.> battled cancer. <add personal note>. Cancer is a life-changing disease that takes a tremendous physical and emotional toll on those affected. Through the Livestrong® at the YMCA program cancer survivors have the opportunity to get back on their feet to increase physical activity, reduce cancer-related fatigue and promote overall health- at no cost to them. It's free!

Need more of a reason to join us? How about 335,000 reasons: that's how many cancer survivors are in NJ alone. With you on our team, we can give survivors hope by raising money that funds this free program that increases their strength, balance, flexibility, endurance and improves their confidence and self-esteem.

Our goal is to raise \$<AMOUNT>. To reach that goal, I am looking for 10 team members to register and raise money for this cause. It's a great day for families to enjoy in the park.

Can we count you in?

You can be a runner or a walker – any age. It's fun and easy. Simply respond to the hyperlink below to register today. Once you get to the home page, click the SIGN UP button. Where it asks if you would like to Join or Create a Group/Team – Click YES and search for our team name <TEAM NAME>. We need you! You can participate even if you are unable to be at the run or walk on the 21<sup>st</sup>.

I hope you can walk or run with us on Sunday, April 21<sup>st</sup> at Roosevelt Park. [www.ymcaofmewsa.org/5k](http://www.ymcaofmewsa.org/5k)

<NAME>, Team Captain



## About Livestrong® 5K Run / Walk

Each year walkers and runners participate in this event in memory of Janice Garbolino, former Health and Wellness Director at the Metuchen branch YMCA, who lost her battle with cancer in 2002. Cancer is a life-changing disease that takes a tremendous physical and emotional toll on those affected. Through the Livestrong® at the YMCA program cancer survivors have the opportunity to get back on their feet to increase physical activity, reduce cancer-related fatigue and promote overall health. Through donations and partnerships, the YMCA is able to offer this program to support cancer survivors at no cost to them and help them achieve their goals of increasing their strength, balance, flexibility, endurance and improve their confidence and self-esteem.



We partner with the Livestrong® Foundation to promote the importance of physical activity after a cancer diagnosis.

Through their ongoing conversations with cancer survivors, the Livestrong® Foundation was told that a top concern among survivors is the difficulty of returning to physical activity after treatment. We wanted to change that. In 2007 we partnered with the Livestrong® Foundation to create Livestrong® at the YMCA, a 12-week physical activity program designed to get survivors back on their feet. The Livestrong® Foundation worked with researchers from Yale University and Dana Farber Cancer Institute to conduct a research study on the impact of the program on participants' cancer-related outcomes and found that participants experienced significant increases in physical activity, overall quality of life and fitness performance as well as decreases in cancer-related fatigue. Survivors participate in free customized exercise regimens catered to their individual needs from certified fitness instructors. The instructors are trained in cancer survivorship, post-rehabilitation exercise and supportive cancer care. Survivors and often their families receive a membership at the YMCA for the duration of the program.

### About the YMCA

The YMCA of Metuchen, Edison, Woodbridge & South Amboy and the YMCA at the Piscataway Community Center is a charitable, nonprofit organization devoted to supporting individuals and families—regardless of age, income or background—in their quest to realize their full potential through programs and services that foster youth development, healthy living and social responsibility. Each day we serve 20,000 YMCA members and 1,000 children in childcare in five communities throughout Middlesex County. The YMCA of MEWSA has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. [www.ymcaofmewsa.org](http://www.ymcaofmewsa.org).