

HELP END POLYCYSTIC OVARY SYNDROME (PCOS)



# SUCCESS GUIDE FOR TEAM LEADERS





## Dear Friend,

Welcome to the 2018 Bolt for PCOS 5K Run/Walk, the country's largest event raising funds to help fight polycystic ovary syndrome (PCOS). As a Team Leader, you have taken on the extremely meaningful role of managing your team's efforts to help make a difference for the millions of women and girls battling PCOS.

To assist you with your efforts, we have prepared this Team Leader's Guide which contains tips and tools on topics such as:

- Setting fundraising goals and creating a plan to reach them.
- Recruiting family, friends and community members to join you.
- Building momentum, enthusiasm and support for your team and the cause.
- Celebrating your team's success.

Please remember, we are here for you every step of the way, so do not hesitate to contact us with any questions. We can be reached at [info@pcoschallenge.org](mailto:info@pcoschallenge.org) or by telephone at (404) 855-7244. We look forward to working with you to make this year an incredible success! Thank you for your support.

See you at the walk.

With gratitude,

*Sasha Ottey*

Executive Director  
PCOS Challenge, Inc.





### BE A TEAM LEADER

As a Team Leader, you can help make a big difference in the fight against polycystic ovary syndrome. Gather your friends, family and co-workers to participate in the Bolt for PCOS 5K Run/Walk.

#### WHEN YOU RUN/WALK:

- You are a leader in the fight to end polycystic ovary syndrome.
- Your steps help the PCOS Challenge serve over 50,000 women and girls each year.
- You help raised funds for critical education, support, screening and research programs that women and girls with PCOS depend on to help overcome their symptoms and reduce their risk for life-threatening related diseases including cancer, diabetes and cardiovascular disease

#### USE THIS KIT TO:

- Recruit your friends, family and co-workers to join your team.
- Spread the word and fundraise for the Bolt for PCOS 5K Run/Walk.
- Organize your teammates, have fun and achieve your goals for the event.



# 3 THE ROLE OF TEAM LEADER



Team Leaders help make a meaningful impact on the lives of those with PCOS by helping to raise much needed funds.

PCOS Challenge and Omega Phi Alpha National Service Sorority are thrilled to welcome you as a Team Leader and are committed to helping you every step of the way.

## PRIMARY RESPONSIBILITIES

- Recruit at least five friends, family members and/or business associates to participate as members of your Bolt for PCOS team.
- Register online and take advantage of the easy-to-use fundraising tools at [BoltForPCOS.org](http://BoltForPCOS.org). From the website, you can create your own team Web page, send personal emails to fundraise online, track online and offline donations, and share your story.
- Ask each of your team members to join your team online.
- Encourage team members to set and surpass their fundraising goals. Every Bolt for PCOS participant is asked to set a minimum \$250 goal. Bolt for PCOS offers prizes for successful fundraising.
- Plan a team-building kickoff and invite attendees. Contact us to help you plan the kickoff and build your team. Offer food and watch interest soar!
- Share your excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal. Bolt for PCOS not only provides every team with their own Web page, but also provides each participant with his or her own Bolt for PCOS Participant Center, which includes a customizable personal Web page, sample emails and letters, as well as helpful fundraising tips.
- Share Bolt for PCOS fundraising advice, team progress, and walk day information with your team members.
- Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team.
- Encourage team members to submit pledges collected offline to you for submission to PCOS Challenge. Note: Offline pledges will not show in your online total until received and recorded by PCOS Challenge, Inc.
- Ask for help! The PCOS Challenge team is here to help you through your journey as a Bolt for PCOS Team Leader.





**WEEK 1:****JUL 22 - JUL 28****REGISTER ONLINE:**

Create your own walk webpage at BoltForPCOS.org

**SET A GOAL:**

How many walkers do you want to recruit to your team?

**GET PEOPLE TO HELP:**

Find a few family members, friends or colleagues interested in participating who can help recruit team members and help organize your team.

**SEE IF YOUR COMPANY OFFERS MATCHING GIFTS:**

Many companies have matching gift programs that will match donations raised by you and your team. Contact your human resources department to see if your company provides this benefit.

**WEEK 2:****JUL 29 - AUG 4****DISTRIBUTE BROCHURES:**

Place Bolt for PCOS brochures in high-traffic areas and let co-workers know where they are located. Have walkers contact you directly so you can keep track of your team members.

**HANG POSTERS:**

There are Bolt for PCOS posters included in your kit. Hang these in visible locations. If you need more posters, please call 404.855.7244 or email events@pcoschallenge.org.

**EMAIL YOUR TEAM WEBPAGE:**

Send an email with a link to your webpage to family, friends and colleagues to recruit team members and get donations. Emphasize the steps in "How to Raise \$250 in Four Days" in your email.

**USE SOCIAL MEDIA:**

Communicate to all your contacts via social media platforms you use. Be sure to include #PCOSC17 and #BoltForPCOS.

**WEEK 3:****AUG 5 - AUG 11****CONTINUE TO REACH OUT:**

Continue to reach out to everyone you know who might be interested in supporting you and women and girls with PCOS. On average, it takes three emails to get most people to go online and donate, so don't be shy about asking!

**GET CREATIVE WITH RECRUITMENT:**

Add a link to your team webpage in your email signature, distribute brochures to colleagues in your office and reach out through social media. Make sure to encourage them to bring friends and family members.

**WEEK 4:****AUG 12 - AUG 18****ENCOURAGE EMPLOYEES:**

Start a Team Challenge in your workplace or social group. Encourage colleagues to create their own Bolt for PCOS team and foster competition for the most money raised or most walkers participating.

**WEEK 5:****AUG 19 - AUG 25****REVIEW YOUR GOALS:**

See how you measure up to your original goal for team members. Have you recruited enough walkers? If not, brainstorm with your team about getting more people to join.

**SET A GOAL:**

Get your team noticed at the Walk! Find a creative way to "standout" at the Walk. Wear the same hats or order your own T-shirts (T-shirts will be available to purchase at the Walk). Create a special team name. Have fun creating your "brand!"

**WEEK 6:****AUG 26 - SEP 1****STAY IN TOUCH:**

Keep communicating with your team members. Set aside a few minutes each day to email or call your team members and see how they are doing with fundraising and recruitment.

**HOLD A TEAM MEETING:**

Get your team inspired with a meeting to coordinate last minute details like where you will meet onsite.

**WEEK 7:****SEP 2 - SEP 8****RALLY YOUR TEAM:**

Maintain your team's inspiration with a "One Week to Go" message.

**MAINTAIN MOTIVATION:**

Re-read "How to Raise \$200 in Four Days" and remind your team members of these simple steps for a final push before the Walk.

**WEEK 8:****SEP 9 - SEP 15****DOUBLE CHECK:**

Check that everyone has asked if their employer has a matching gift program.

**DAY OF EVENT:****SEP 16****REMIND YOUR TEAMMATES:**

Remind your team where you will be meeting and to bring with them any donations they have not processed online.

**HAVE FUN!**

Enjoy the Walk and the time with your teammates. Be proud of what you've done to help women and girls with PCOS!

**POST EVENT:****SEP 17 - SEP 22****THANK YOUR TEAMMATES:**

Follow-up with a letter, email or phone call. Collect any donations that were not submitted and mail them to:

**PCOS Challenge, Inc.**, 931 Monroe Dr NE, Suite A-470, Atlanta, GA 30308.





**Before creating your Bolt for PCOS team, take some time to think about your plan. Use the worksheet below as a guide.**

### WHAT IS YOUR TEAM NAME?

When choosing a team name, be creative and make it personal!

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### DO YOU HAVE A CO-CAPTAIN?

Designating a talented co-captain is a great way to share responsibilities and ensure success!

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### WHOM WILL YOU ASK TO JOIN YOUR TEAM?

Team recruitment should start with close friends and family and then extend to other communities to which you belong (work, worship, civic groups, etc.).

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### WHAT IS YOUR FUNDRAISING GOAL?

When choosing a goal, it is best to be ambitious but practical. Consider that the average walker raises \$100 and most teams supplement their income with fundraisers and sponsorships (bake sale, corporate donations, etc.). For example, if you expect your team to recruit 10 walkers (x \$100 each), hold one fundraiser (approximately \$300), and obtain two sponsorships (x \$100 each), your team total would be \$1,500.

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# 6 BEFORE YOU BEGIN (CONT.)



## BEFORE YOU BEGIN FUNDRAISING

1. Update your personal page with a picture and story letting others know why you are participating.
2. Donate to yourself to get your thermometer off \$0. Even a small donation sends the message that you are committed to the cause.
3. Download and print an offline donation form to carry around with you.
4. Bookmark your personal page on your mobile device so you can easily pull it up when someone wants to make a donation to you (make sure you are logged out before someone else donates though).
5. Familiarize yourself with what the money you raise helps do so you can tell potential donors about the impact of their donation.



## REMEMBER TO:

- Remind friends and family that you are fundraising. On average, it takes three (3) asks before someone remembers to donate!
- Use sample emails in your online Participant Center to make sending messages to friends and family super easy!
- Keep your fundraising goal updated. People are more likely to donate to help you reach your goal than they are if you have already surpassed it. Once you reach your goal, set a new one! Remember, there is no penalty for not hitting the level you set.
- Update others on your progress. Donors like seeing what they have helped contribute to, and they might even be willing to make another donation to help you reach your goal.
- Share your personal page on social media (from your page, scroll down and click on the social media icons).



# 7 BUILDING A SUCCESSFUL TEAM



## HOW TO BUILD YOUR TEAM

Participating as a team is the best way to get the most out of the Bolt for PCOS 5K Run/Walk. A team inspires more people, helps you stay organized and raises more money! Teams can represent your company, practice, school, neighborhood, gym, faith-based or community organization, and will align you with one of the most important causes impacting women's health today!

- Set a recruitment goal and recruit runners/walkers who are committed to participating and raising money for PCOS Challenge and women and girls affected by polycystic ovary syndrome (PCOS).
- Get team members registered! Send a personal email with a link to [pcoswalk.org](http://pcoswalk.org) so that your teammates can get started!
- Set a team fundraising goal and ask each teammate to raise a specific amount of money to help achieve that goal.
- Challenge at least two motivated runners/walkers on the team to raise \$500!
- Educate your teammates on the mission of PCOS Challenge and how the organization impacts the community and women and girls affected by PCOS.
- Review our fundraising tips on how to ask friends and family to support your goal.
- Motivate each of your teammates to achieve their personal fundraising goal! Remind them to personalize their fundraising page and direct them to the provided fundraising resources which include sample emails, social media tips and much more!
- Encourage walkers from start to finish! They need your help to succeed! Identify any team members who have been touched by PCOS or PCOS Challenge and ask them to share their inspiring story with other participants.
- Don't forget to recognize your teammates for progressing towards and achieving their goals.
- Celebrate your team's success at the Bolt for PCOS 5K Run/Walk on Sunday, September 25, 2018!





# 8 BUILDING A SUCCESSFUL TEAM



## TEAM RECRUITMENT & MANAGEMENT

Once you create your team online, use these tips to make recruitment and management fun and easy!

- Email the people you want to invite to join your team.
- After 1-2 weeks, follow up with another email, text message or phone call.
- Ask your team members to recruit their own friends and family to join. If every walker recruits one friend, your team will double in size!
- Create a buzz using social media sites such as Facebook, Twitter, YouTube, and Instagram. Update team members and followers of progress towards the team goal!
- If your team is walking in support of or in honor of someone with PCOS, share your testimonial to create awareness of polycystic ovary syndrome and the need for additional funding.
- Gather your team in-person or virtually for meetings and pep rallies.

## SMART TIPS FOR SENDING EMAIL

Through your online Participant Center on the Bolt for PCOS Website, you can easily:

- Import your contacts from Gmail, Yahoo, Outlook, CSV file, etc.
- Personalize and send fundraising emails that have already been pre-written for you.

An alternative option to sending email through your Participant Center is to copy and paste the link to your team page into an email and send it directly through your normal email service.

- Use fundraising and recruitment contests to motivate your team with prizes and incentives.
- Create team posters or graphics to inspire and engage your team!
- Organize fun events to build enthusiasm, recruit new team members, and fundraise! Bake sales, dress down days, and car washes are just a few of the simple ways to engage your team and community!



# 9 BUILDING A SUCCESSFUL TEAM (CONT.)



## GETTING THE WORD OUT

Once registered, get the word out and build your team. Invite friends, family members, neighbors, and business associates or co-workers to walk with you. Talk about the event and your team with everyone you meet. You can use the email and letter templates provided in your Participant Center as well as post an announcement in local newspapers or newsletters to recruit community members. Be sure to include contact information and BoltForPCOS.org.

Invite a company executive or department head to send an email encouraging employee participation in Bolt for PCOS and listing the Team Co-Captains as the point of contact for more information.

By creating a little friendly rivalry or offering incentives, Team Leaders can really build team momentum. Incentive ideas include: a day off from work, skipping tasks for a week, raffles, casual day at work, and a month-long reserved parking space. Incentives don't have to be expensive to work!

**If you are conducting a corporate team kickoff, we can help! Call us at (404) 855-7244 for additional details.**

## WHOM TO ASK?

This is the time to ask everyone you have supported to now support you.

### Here is a list of ideas for asking others to support you:

- Send an email or a letter to everyone in your address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Continue to ask your team members to invite their friends, family members, neighbors, co-workers and business associates to walk with you until you reach your recruitment goal.



# 10 TEAM MEMBER RECRUITMENT LIST



Team Name: \_\_\_\_\_

Team Leader: \_\_\_\_\_

Team Member's Name	Email Address	Phone Number
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# 11 BUILDING A SUCCESSFUL TEAM (CONT.)



## AVAILABLE ONLINE TOOLS

- Visit BoltForPCOS.org to register your team online for the Bolt for PCOS and take advantage of easy-to-use online fundraising tools. As a team leader you can create your own team Web page, send personalized emails to recruit and motivate team members, and track your team fundraising progress.
- Once the team captain has created the team Webpage. Team members can register to join the team, create their own personal Web page and send out emails to invite friends, family members and business associates to sign up or donate on their behalf.
- The team and individual Web pages allow team leaders and members to track their fund raising success and team recruitment efforts online. Team leaders receive email notification when a new team member has registered. Team members receive email notifications when donations are made on their behalf.

## USING YOUR SOCIAL MEDIA NETWORKS TO MAKE THE ASK

- Are you on Facebook, Twitter, Instagram or some other social media network? These can be valuable tools for recruiting team members and raising funds! Download the Bolt for PCOS social media graphics from the Web site and post it to your social media page.
- Update your status frequently with information about how to join your team, how to make donations, and updates on how your recruiting and fundraising efforts are going. Be sure to send out the link to your personalized fundraising page!





# FUNDRAISING MADE EASY!



# 13 FUNDRAISING MADE EASY!



**Below are a few tips to share with your team members to show just how easy it can be to fundraise!**

## **ASK TO RECEIVE:**

Did you know that the #1 reason people give is because they are asked. Encourage your team to ask as many people as possible. Don't forget about your doctor's offices and the places where you spend money, like barber shops and hairdressers, auto repair shops, or your favorite restaurant.

## **PERSONAL WEB PAGES:**

Let your team know that donors give, on average, more than twice as much when they donate online as when they write a personal check! Encourage your team members to utilize our online tools to fundraise. All runners/walkers are automatically given a personal donation page when they register to walk. Don't forget to share your page link on Facebook and in your email signature!

## **MATCHING GIFTS:**

All team members should contact their company's HR department to see if they offer a matching gift program. This can be a quick and easy way to double donations.

## **PRIZES:**

Tell your teammates about the Bolt for PCOS fundraising prize program. All individual walkers who raise \$100 or more will receive an event T-shirt (team totals not included). In addition, we are offering some great prizes above and beyond the t-shirt!

## **EASY FUNDRAISING GUIDES:**

We have posted several Easy Fundraising Guides on the Bolt for PCOS website to help your team get off to a fast start. These guides include:

- How to Raise \$250 in Four Days!
- How to Raise \$500 in 10 Days!
- How to Raise \$1,000 in 10 Days!
- 10 Ways to Raise \$100



# 14 FUNDRAISING MADE EASY! (CONT.)



## YOU CAN RAISE \$250 IN FOUR DAYS!

PCOS Challenge, Inc. is committed to raising funds to help women and girls affected by PCOS, but we can't do it without your help. Funds raised go toward PCOS education, support, screening and research programs, and collecting donations is easier than you think. Here's a quick and easy guide to raising \$250 in one week:

**1**

**Day 1 - \$25**  
Sponsor yourself for \$25.

**2**

**Day 2 - \$100**  
Ask 4 relatives to contribute \$25 each.  
Total raised - \$125

**3**

**Day 3 - \$100**  
Ask 4 friends to contribute \$25 each.  
Total raised - \$225

**4**

**Day 4 - \$25**  
Ask 5 co-workers to contribute \$5 each.  
Total raised - \$250



**Don't be afraid to tailor this plan to any fundraising goal: \$500 or even \$10K.**



# 15 FREQUENTLY ASKED QUESTIONS



## WHAT IS BOLT FOR PCOS?

Bolt for PCOS is the country's largest event raising funds to help fight polycystic ovary syndrome (PCOS). The 5K Run/Walk event is hosted by Omega Phi Alpha National Service Sorority and benefits the leading PCOS support and advocacy organization, PCOS Challenge, Inc.

## WHERE DOES THE MONEY GO?

Proceeds go toward education, support, screening and research programs through PCOS Challenge, a 501(c)(3) nonprofit organization. The organization's Federal Tax ID is: 26-3827259.

## CAN ANYONE PARTICIPATE?

Bolt for PCOS is open to the public and all are welcome to participate. The route is stroller and wheel chair friendly.

## WHAT TIME IS THE WALK?

Registration begins at 7:15 A.M.  
The walk/run begins at 9:00 A.M.

## HOW LONG IS THE WALK?

The Walk is approximately 3.1 miles.

## IS THERE A REGISTRATION FEE?

Yes, the registration fee is \$25 before September 9<sup>th</sup>, \$30 between September 10<sup>th</sup> and the day of the event.

## WHERE DO I SHOW UP ON WALK DAY?

On Walk Day, please check-in at the registration tent at the Georgia Tech IC Lawn.

## WHERE CAN I REGISTER?

Register online at [BoltForPCOS.org](http://BoltForPCOS.org) or call (404) 855-7244.

## WHAT IF I CAN'T ATTEND THE BOLT FOR PCOS 5K RUN/WALK?

If you can't participate in the 2018 Bolt for PCOS 5K Run/Walk, there are other ways that you can support this important cause. You can still register and collect donations from your friends, family and colleagues. You can also donate to an individual walker or to the event itself.

## WHOM SHOULD I MAKE CHECKS OUT TO?

Checks should be made payable and mailed to:

### PCOS Challenge, Inc.

931 Monroe Dr NE, Suite A-470  
Atlanta, GA 30308





# THANK YOU!

## WE ARE GRATEFUL FOR YOUR LEADERSHIP AND SUPPORT



**PCOS Challenge, Inc.**  
**931 Monroe Drive, NE**  
**Suite A-470**  
**Atlanta, GA 30308**

Telephone: (404) 855-7244  
Facsimile: (301) 244-9902

Email: [info@pcoschallenge.org](mailto:info@pcoschallenge.org)

EIN: 26-3827259

