INTERNAL COMPANY launch

# Race for the cure liaisons

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# Objective

* The objective of the launch is to recruit participants and ensure employees are given the opportunity to register.
* Komen can provide banners and RFTC materials
* If a company has multiple sites or shifts or too many employees to accommodate in one location, they should consider holding more than one company launch so everyone may participate.

# weeks before the race for the cure

## CEO Email of Support – All Employees

CEO support for the Race for the Cure is important. It’s particularly effective to have the CEO invite the employees to attend the event, and meet with the company lead to get more info and register. A sample email communication from the CEO is below:

### Pre Kickoff Communication

From: CEO

Subject line: Addressing Health Inequity: It takes all of us

Company Name and our employees have always cared deeply about improving the quality of life for people in our community. For this reason, we have partnered with Komen Michigan to implement an initiative to decrease mortality by decreasing health inequities. To kick off this new initiative, we will be participating in this year’s Susan G. Komen Race for the Cure, which takes place on April 29, 2018 in Lansing, MI.

Our collective goal is to have 150 representatives at the Race for the Cure. To register, please contact: (insert name). Collaboration is what creates opportunities for a better life for all.

Your support makes a difference and is vitally important. It takes all of us. Please hold April 29, 2018 on your calendar for the event. We are looking forward to see you all there.

Sincerely,

CEO Name

## Identify team leads for every 10+ employees

* (Floors or departments make natural “teams”) Team Captains form teams of 10 fundraisers. The focus is on large company teams, but family & friends are strongly encouraged to participate.
* Fundraiser goal is to raise $100 (really easy, ask friends, family, co-workers, donate yourself & ask businesses you frequent) Fundraisers collect donations and bring them to Team Captains beforethe Race. Team Captains will deliver monies at the Race event or to the Affiliate office.
* Fundraisers earn great prizes and help find the cures to breast cancer and promoting breast health. Prizes will take about [X] weeks to be received by companies. Show this year’s RFTC t-shirt and incentives for fundraising efforts.

### team lead recruitment email Communication

From: Company Team Captain

Subject line: Addressing Health Inequity: It takes all of us

I am honored to lead this year’s Race for the Cure Team with Komen Michigan. We are holding a kick-off meeting on for me to provide you with simple supplies and an overview of goals. This year, we have a goal of 150 participants.

Investing in our community is an important responsibility that we can all share, as individuals and as a company.

Our community thrives when we support and aid one another. The Race for the Cure is one way to provide that platform. Please take a few moments to review the video of last year’s event.

I will be sending an invite shortly, looking forward to seeing you all there!

Sincerely,

Team Captain Name

# 10 weeks before the race for the cure

## Hold the meeting to secure team leads

### Materials to bring to launch meeting

* Communicate company’s participation goal.
* Distribute fundraising materials – collection envelopes.
* Have a fundraiser sign up sheet ready with enough employees ready to capture those names if necessary.

### Tips for the launch meeting

* Keep the kick off to an hour or less. Make sure light refreshments are provided
* Begin promoting the kick off at least one week in advance through e-mail, memos, voice mail and other interoffice communications. Emphasize the refreshments, prize drawings and other fun incentives so all employees will attend.
  + Komen can provide “Komen Starter Packs” to all Team Leads
* Hold the kick off in a fun, on-site location with ample space, such as a large meeting room or auditorium, employee cafeteria, atrium or courtyard.
* Display RFTC posters and banners, decorate with balloons and crepe paper, and put up signs showing company and event goals.
* Make Komen educational materials available, along with extra fundraiser collection envelopes and other materials.
* Recognize teams that participate each year. Encourage them to applaud each other, chant victory cheers or team slogans, and issue team challenges.
* Involve survivors from within the company. Have them share their stories to build passion and drive participation in your event.
* Show the RFTC video, if available (available from Komen Michigan).

# 8 weeks before the race for the cure

* Email to team leads, checking on progress
* Update Komen Michigan with progress and barriers.

# 6 weeks before the race for the cure

* Email to team leads, checking on progress
* Update Komen Michigan with progress and barriers.

# 4 weeks before the race for the cure

* Email to team leads, checking on progress
* Update Komen Michigan with progress and barriers.
* Request that the CEO send an email to all employees updating on progress towards goal

# 2 weeks before the race for the cure

* Email to team leads, checking on progress
* Update Komen Michigan with progress and barriers.

# week of the race for the cure

* Email to team leads to include all race day communications