



The Foundation Working to End Melanoma

Dear *Steps Against Melanoma* Team Captain,

As a team captain for a *Steps Against Melanoma* walk, you have chosen to make a difference in the lives of those impacted by melanoma. **Thank you.**

AIM's *Steps Against Melanoma* walks are currently held in 20 cities across the country each year and have raised nearly \$5 million since inception. The walks offer participants an opportunity to befriend and support others who are fighting a similar battle while raising awareness and critical funds for research. AIM walks have become an annual tradition for families and communities who want to see an end to this disease.

Teams are a vital part of the walks, adding an element of group camaraderie and friendly competition to the environment. Year after year, captains tell us that leading a team at an AIM walk was one of the most rewarding things they've ever done as a volunteer. We hope you'll feel the same way.

AIM at Melanoma is a global foundation dedicated to finding more effective treatments and, ultimately, the cure for melanoma, while improving the lives of those it affects. AIM directs and funds paradigm-shifting research initiatives; educates patients, healthcare professionals, and the public; and advocates for survivors and their families, with a goal of ending this disease in our lifetime. The funds raised through AIM's walks fund our melanoma tissue bank consortium, a critical research initiative to help find the cure.

I am excited to welcome you on board as a captain. I hope this packet will provide you with assistance as you recruit your members and begin raising funds. Feel free to contact me directly if I can be of service. On behalf of all those impacted by melanoma, thank you for joining the mission to end this disease.

Regards,

Cindy LeBlanc

Cindy LeBlanc

AIM at Melanoma

National Director of Walks and Events

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Steps Against Melanoma Team Captain Packet

Tips and Tricks for Success

Thank you for being a Team Captain! Teams drive **70% of all fundraising** for our AIM Walks. We want to help you reach your fundraising goal, because the dollars you raise support critical melanoma research. These tips and tricks will help you get started.

- Choose a descriptive, fun, and creative team name. You'll use this name when you register, and you can also use it on shirts or other items (see below). Some sample team names are:
 - Mitchells Fight Melanoma
 - Polka Dot Divas
 - I'm Naked without my Sunscreen
 - Mela – No - More
 - Cure for Katie
 - Team NED
- Create an achievable team goal. Most teams raise over \$1,000!
- Recruit your team! The bigger the better! There is an email template available on your fundraising page ready to send out to encourage your friends/family/coworkers to join your team. To access it, open your fundraising page editor and select Emails>Recruit new teammates. Start recruiting your team as soon as possible.
- Set the tone for your team by making a personal donation and asking each teammate who joins to do the same.
- Start fundraising *at least three months* prior to the walk, if possible. Remember, you must *ask for donations*. People won't give if they aren't asked!
- There is also an email template available on your fundraising page designed to help you feel comfortable requesting donations. To access it, open your fundraising page editor and select Emails>Ask for donations. If you're not sure where to start, consider asking eight people for \$25 each.
- Send two or more emails, spaced a week or two apart, to ask for donations. *Most people tend to donate after a second appeal.*
- Think about hosting an ancillary event prior to the AIM Walk so you can boost your fundraising efforts. Download the Fundraising Ideas document located on the main page of the walk website.
- Create team t-shirts to wear at the walk. Use your team name, a company logo, a family name—whatever you like! Many websites allow you to design your own shirts starting at \$3.50 each. Here are some suggestions to get you started.
 - www.customink.com
 - www.spreadshirt.com
 - www.vistaprints.com
- Carry *Steps Against Melanoma* flyers with you and hand them out at neighborhood businesses, your office, your kid's school, your local civic groups.
- Use a variety of communication formats from email to social media to in-person requests when recruiting for the walk or requesting donations.
- Feature your team's efforts in your company's newsletter, on Nextdoor, and in an HOA newsletter.
- Check to see if your company has a matching program for donated funds.
- Place a collection jar and the *Steps Against Melanoma* flyer at your desk and ask your co-workers for loose change.
- Send encouraging and congratulatory emails to your team.
- Consider bringing a few blankets or a canopy and snacks to the walk so your team can create a spot to socialize together.

Team FAQ's

What is a team?

A team is considered two or more people. There is no limit to how many members you can have and no age restrictions. Most teams consist of about 15 to 20 members; however, we have had some teams with over 100 members! Teams can consist of family, friends, and co-workers—anyone you want. Invite everyone! *Please invite your dermatologist, oncologist, and/or favorite nurse to join your team.*

What are my responsibilities?

As a team captain, you are responsible for recruiting members, communicating walk updates, and leading your team's fundraising efforts. Captains lift spirits, encourage teammates, and demonstrate in a very authentic way that the community cares about ending this disease. You become an integral part of advocating and advancing AIM's mission.

How do I get started?

Go online to <https://www.aimatmelanoma.org/get-involved/steps-against-melanoma/> and select your walk city to view details and register. Please make sure that when you register, you are prompted to create a team fundraising page. If you have any questions about the registration process, please email donorservices@AIMatMelanoma.org or call Risa Salinas, Director of Operations, at 415-521-6683.

How do I recruit team members?

Compile a list of family, friends, neighbors, and business associates you would like to ask to be on your team. Invite them to join your team by sending them a personal message, along with the link to your team fundraising page. Once they're on your page, they can simply click "Join Team." If you need help with the online process to recruit team members, please reach out to Risa.

How do we fundraise?

First, set an achievable team fundraising goal. Next, make a personal donation and ask each team member to do so. Teams drive 70% of the funds raised at our walks, and your team will follow your lead in donating and in raising funds. Each team member should fundraise by asking people in person, via email, and via social media for a specific donation amount. Team members can use the **Steps Against Melanoma Fundraising Form** included in this packet for checks and cash donations that are not made online. Use the tips located here in this packet along with the resources on your personal fundraising page.

What do the donations fund?

All the funds raised through AIM's walk program support our melanoma tissue bank consortium that collects fresh frozen primary tissue samples for research. There are six global branches, four in the U.S. and two in Australia. Fresh frozen melanoma primary tumor tissue has been called "the holy grail of resources for melanoma researchers," and AIM's tissue is available researchers all over the world to apply to use. Please know your donations will directly impact this enormously important research project.

Where do I submit the funds?

Turn in all team members' donations at the registration table on walk day or mail the donations to:

AIM at Melanoma
5729 Lebanon Road
Suite 144-305
Frisco, TX 75034

Please convert all cash into checks with your team name noted in the memo section. Teams will earn a *Steps Against Melanoma* t-shirt for every \$50.00 raised, *not to exceed the number of team members*. Team fundraising expenses will not be reimbursed from donations collected. If you have questions, please contact Cindy LeBlanc at

Cindy@AIMatMelanoma.org or at 415-521-8119 or Risa Salinas at Risa@AIMatMelanoma.org or 415-521-6683.



Steps Against Melanoma

DONATION FORM

MONETARY DONATION

Sponsorship Levels: See Sponsorship Level Opportunities on walk landing page.

Donor, Business, or Name (*exactly as it should appear*):

Contact: _____ **Email:** _____

Address: _____ **Website:** _____

City: _____ **State:** _____ **Zip:** _____ **Phone:** _____

Donation Amount: \$ _____

There are two ways you can make a monetary donation:

1. Check

Make check payable to: AIM at Melanoma

Mail completed Donation Form & check to 5729 Lebanon Rd., Suite 144-305, Frisco, TX 75034

2. Online using Credit Card

Go to: <https://www.aimatmelanoma.org/get-involved/steps-against-melanoma/>

Find your walk city.

Click on: View Details

Click on: Donate Now

IN-KIND DONATION

Donor, Business, or Name (*exactly as it should appear*):

Contact: _____ **Email:** _____

Address: _____ **Website:** _____

City: _____ **State:** _____ **Zip:** _____ **Phone:** _____

Brief Description of Item:

Retail Value of Donation: \$ _____

Restrictions on Donation (*i.e., expiration date, exclusions, etc.*):