

PARTICIPANT GUIDE TO FUNDRAISING

WENTWORTH-DOUGLASS HOSPITAL

SEACOAST CANCER 5K



See how we've grown and what's new in 2020!

RUN. RAISE. RALLY. ROCK!

SEPTEMBER 19 & 20, 2020



WENTWORTH-DOUGLASS
HOSPITAL

A Mass General Community Hospital

CHARITABLE FOUNDATION

Visit SeacoastCancer5K.org

 #seacoastcancer5K

FUNDRAISING GUIDE



Saturday, Sept. 19, 2020
from 5:00–8:00PM

COMMUNITY CELEBRATION –
*With live music, food trucks
and beer garden.*

Sunday, Sept. 20, 2020
from 9:30–11:30AM

SEACOAST CANCER 5K ROAD
RACE – *Walk or run but be sure
to join the fun! Choose from
the 5K, 1-mile, or virtual routes.*



THANK YOU FOR SUPPORTING THE SEACOAST CANCER 5K!

Whether you are a first-time captain or a seasoned veteran, you are now part of a very special group of dedicated volunteers helping raise essential funds for Wentworth-Douglass Hospital's Seacoast Cancer Center. We need your leadership to motivate your team of friends, family members, neighbors and co-workers to run, raise, rally, and rock this year's event! We're here for you, every step of the way, as you set out on your fundraising journey to support the largest rally against cancer on the Seacoast.

After you read this informative guide, visit SeacoastCancer5K.org to register through Run Signup and create your team today! That is where you can begin customizing your personal fundraising page to send to friends and family.

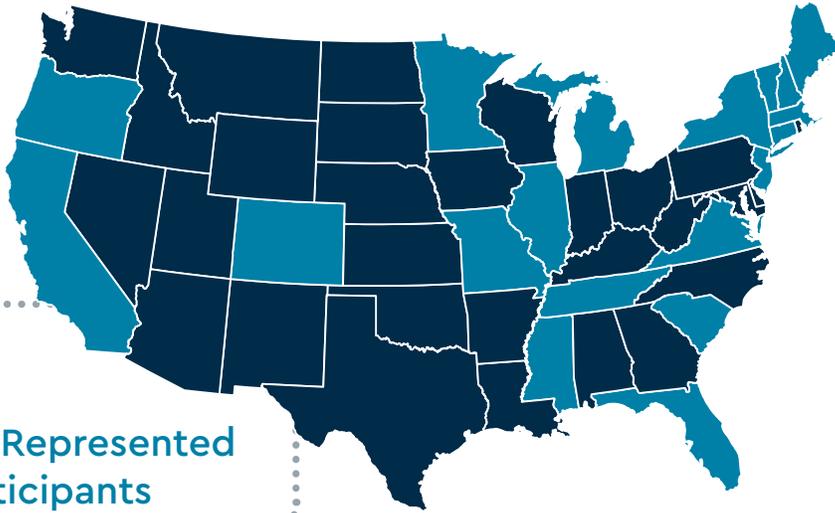
Mark your calendar and join us for a weekend of festivities to celebrate the life-saving work of Wentworth-Douglass Hospital's Seacoast Cancer Center. Can't wait to see you there!

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2019 FACTS AT A GLANCE



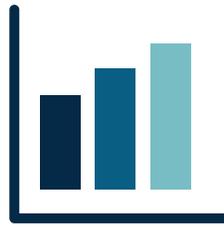
19

States Represented
by Participants



150

Teams



3,249

Participants
(44% increase
over 2018)



203

Survivors



250+

Volunteers



1,100

Donors

5 Countries **38 States**

423 Cities and Towns

2020
\$500K
GOAL

2019
\$380K

2018
\$337K

2017
\$298K

2016
\$273K

2015
\$148K

2014
\$92K



OVER \$1.5 MILLION RAISED SINCE 2014!



TIPS FOR SUCCESS



CREATE A TEAM

Participating as a team is the best way to get the most out of the Seacoast Cancer 5K. A team inspires more people, helps you get organized, and makes a bigger impact. Teams can represent your business, school, community, and be in support - or in memory - of a loved one that has been affected by cancer.

Participating in the 5K creates lasting memories. Thousands of people will be running, walking and raising funds in honor of someone they love. The camaraderie and spirit shown is truly breathtaking. The entertainment and fun activities planned for this year will have your team rockin'!

READY. SET. BUILD!

As the team captain, you will need to establish your team when you register as an individual at SeacoastCancer5K.org. To create a team, you'll be asked to create a personal fundraising page during the registration process. From there, you'll then create a team fundraising page as well. Despite your intents to fundraise, it is important to note that the team members must create fundraising pages to join your team.

SET A GOAL

Set an aggressive, but achievable goal. Motivate your team to reach it. Stay organized and focused. The earlier you get started, the more you and your team can achieve. Split up the work so that everyone has a manageable amount. Make sure your individual and team goals are reasonable to accomplish. If you ask each participant to raise \$250, that's only 10 people giving \$25 each!

RECRUIT!

Building a team is one of the most important steps in your success! Ask friends, family, co-workers, neighbors - anyone you know - who would be excited to be involved. Team members can participate as a donor, walker, runner or virtual participant! Once the team is created, you can share your team's custom webpage and ask your network to join your team.

HAVE FUN

Meet regularly with your team members and make it fun! From pizza parties to pot luck – a celebratory atmosphere goes a long way!

GET SOCIAL

Follow the Seacoast Cancer 5K Facebook page to share tips, ask questions and get to know other Team Captains! Share your fundraising page on your personal Facebook, LinkedIn, Twitter and Instagram.

ENCOURAGE COMPETITION!

Fun incentives are available for reaching fundraising achievements (see this guide for details)! Inspire your team members to reach higher! Wouldn't it be great for all your team members to receive the gold shirt?!

COMMUNICATE OFTEN

The key to building a solid team is to keep the communication flowing. Create your own Facebook Event or use your Run Signup account through SeacoastCancer5K.org to keep your team updated on news about the event and when milestones are achieved.

RALLYING YOUR TEAM



TEAM CAPTAIN RESPONSIBILITIES

To get started, visit SeacoastCancer5K.org and select “Register” from the top navigation bar. This will bring you to Run Signup, the registration and fundraising platform. Click sign up and follow the prompts to set up your team.

Recruit and engage your team members and use their strengths and talents so your job is manageable.

Invite your friends, teachers, family members, coworkers, and neighbors to join now! They can run or walk (5K or 1 mile) or join as a virtual participant. Your team’s website has tools available to assist your team and promote the event. Just make sure your team members know your team name to select from the drop-down menu when they click “Join a Team Fundraiser.” The larger the team the more fun you will have! Set your team’s fundraising goal and provide your team with fundraising tools. Encourage and recognize cancer survivors who are on your team, and don’t forget to thank everyone for participating!

TEAM MEMBER RESPONSIBILITIES

Once you register and create the team, you are the “Team Organizer.” You will be able to send invitations to others to join you and register online through your Run Signup page. They will pay the registration fee and have the ability to personalize their individual fundraiser page. Encourage them to make a personal donation online to kick off their own fundraising efforts.

Your team members are active participants on your team. They should attend your rallies and meetings, any team fundraisers you create, and participate on the day of the event - if they can’t join you at the event, they can register as a virtual participant and cheer you on from the sideline!

Team members help you reach your goal. Each team member is encouraged to raise at least \$250. But special prizes are given to those who raise \$500 or more! Every dollar raised on their page counts toward your team! Encourage them to ask family and friends for support.

Team members can help you recruit other members to your team! Be sure to invite survivors and caregivers too!

PROVEN TIPS TO MAKE FUNDRAISING EASIER

When you register for the Seacoast Cancer 5K, you will be asked to “Become a Fundraiser.” This is how your teammates join your team and create their own fundraising pages. Your choice to fundraise is vitally important to the fight against cancer in the Seacoast. The most comprehensive and complete cancer care is available right here in our community because of generous donors like you.

❑ SET A GOAL

Being motivated to achieve a reasonable but challenging fundraising goal will help you to rally additional support and will encourage donors to make a generous gift!

❑ STEP UP

Did you know that friends and family members are more likely to make a donation when they see you already did? Start off on the right foot by making a donation before you ask for others to chip in!

❑ GET PERSONAL

Customize your personal Run Signup page to share why you are participating in the Seacoast Cancer 5K. How has cancer affected you or someone close to you? Being authentic helps people connect to the cause, which will help you gain the support of your network.

❑ TALK IT UP

Tell your friends and family about your participation in the Seacoast Cancer 5K and ask them to support your efforts through a donation. Every bit counts! If you think you or your team will be receiving cash donations, contact specialevents@wdhospital.org to request customized donation envelopes to help you stay organized and collect the necessary donor info.



❑ DESIGN A TEAM LOGO

Post it on the team page and social media to get everyone excited! Customize team shirts using your new team logo!

❑ USE SOCIAL MEDIA

Your Run Signup page is a simple way to share the link to your personal or team fundraising page on social media - ask folks to join your team or support the cause.

❑ CUSTOMIZE TEAM SHIRTS

Contact Blue Dolphin at hello@printedtees.com to get started on your team's custom shirts. Blue Dolphin will be donating 10% of all Seacoast Cancer 5K participant sales back to the Seacoast Cancer Center. Visit SeacoastCancer5K.org for details.

❑ HOST A COMMUNITY EVENT

Use donations from a bake sale, car wash, or yard sale and donate proceeds to your team's fundraising goal. E-mail specialevents@wdhospital.org for a copy of the community fundraiser logo to help promote your event.

❑ ASK FOR SUPPORT

Engage your friends and family telling them why are you raising money for the Seacoast Cancer Center. Be genuine and help people understand why this is so meaningful for you.

❑ SPREAD THE WORD

Put up a notice in your gym, church, school, neighborhood websites, etc. A simple poster with your fundraising website can reach many people. Email specialevents@wdhospital.org for posters and other event materials!

INCENTIVES!

RALLY YOUR TEAM!

Register as a team captain and receive a pair of Seacoast Cancer 5K socks.



BE A 5K ROCKSTAR!

Join this group of fundraising stars by raising \$500 or more for the 2020 Seacoast Cancer 5K! By joining this group you will receive a gold 5K ROCKSTAR shirt to wear at the race, access to the 5K hospitality Rockstar tent, and a 5K Rockstar trophy and recognition on stage at the road race!



Fundraisers of \$1,000 and more will be invited to attend the VIP Breakfast with Brian Scalabrine!



HOST A COMMUNITY EVENT

Individuals, Teams or Community Fundraisers of \$5,000+ by September 1st will be invited to join us for a check presentation at the Seacoast Cancer 5K. Your fundraising effort will inspire others to join in the rally against cancer across the Seacoast!



FREQUENTLY ASKED QUESTIONS



FUNDRAISING

- *How do I set up my personal fundraising page? Why is it important?*

When you are registering for the event, you will be asked to “Become a Fundraiser.” By following the prompts, you can create and customize your own fundraising page. From your Run Signup account, you can email your team, track your fundraising progress, and pull reports to see all the team members. By customizing your personal fundraising page, you can share your story. Take a few moments to update your page, upload a photo and tell your friends and family why you are participating in the Seacoast Cancer 5K. This will help you rally support for the cause!

- *How can I get my team members to raise donations on their own?*

Setting a team goal is a great way to get started. If each team member collects \$25 from 10 people, that would be \$250 per person adding up to a sizeable team gift to the Seacoast Cancer Center! Be sure to communicate frequently with your team and share tools we provide you.

- *If my team members raise enough funds to attend the breakfast, what do they need to do?*

Each participant who achieves \$1,000 in funds raised for the Seacoast Cancer 5K will receive an email directly from the Wentworth-Douglass Hospital Foundation staff with specifics on how to claim their ticket to the VIP Breakfast.

- *What if someone wants to mail a donation directly to the Foundation?*

Checks can be mailed to:

**Wentworth-Douglass Foundation Seacoast Cancer 5K
789 Central Avenue, Dover, NH 03820**

Be sure the donor notes the individual fundraiser or 5K team who should receive credit for their donation and that they note how they would like their name credited on the team page (i.e., “Mary Charles” or “The Charles Family”). The Foundation will add amounts from cash and check donations to your online tally via Run Signup.

REGISTRATION

- *Why should I form a team?*

Registering as an individual is wonderful, but many participants like to recruit family, friends and colleagues to create a team. Together you can enjoy the event, create team shirts, signs and be a part of something bigger than you! Plus, a little friendly competition between teams never hurts.

- *Is there a minimum or maximum amount of participants allowed on a team?*

No, any amount of people can form a team. Remember, everyone, from age 1 to 101, that will be walking or running in the event needs to register and complete the waiver for participation.

- *One of my team members registered as an individual but now wants to be on my team?*

They can sign into their Run Signup Account that was created during registration. When logged in, go to your profile, scroll down and click on “My Registered Races” at the bottom of the page. Choose View/Edit Registration next to the Seacoast Cancer 5K, and then click “Fundraiser” on the left side of the page. Once you click this button, the fundraiser creation fields will be open. Here you can create an individual fundraiser and create or join a team just like during registration.

FREQUENTLY ASKED QUESTIONS (CONT.)



• *How do my team members pick up their bib numbers and shirts?*

To avoid the lines on race day, we encourage you to take advantage of our Bib Pick Up Events on Friday, September 18 and Saturday, September 19. As the team captain, you will receive an email from the events team allowing you to opt in and select Team Bib Pick Up. This means that we will package **all** members of your team into a packet for you to pick up. Please note by opting in, individual team members will not be able to pick up on their own and will need to receive their bib number from you.

• *Where do I park on the day of the event?*

Free parking is available in the parking garage and surrounding lots at Wentworth-Douglass Hospital. Arrive early to avoid the rush and enjoy the pre-event festivities. Carpooling is encouraged.

• *Is there a gathering place the day of the race where my team can meet?*

There will be a designated Team Zone near the Start/Finish line, which will serve as a great team meeting spot the morning of the race. Bring a pop-up tent and spend the morning with your team. Be on the lookout for details closer to race day!

• *How do I customize my team page?*

1. Visit SeacoastCancer5K.org and log into your Run Signup account.
2. Hover over your fundraiser and click "Edit".
3. Hover over the team page area and click "Edit".
4. Under photos, click the camera and you can upload your own photo on your campaign.
5. If you scroll down, click within the text box under "Story" and fill in your own information for your fundraiser.

• *What resources are available to me to support my fundraising effort?*

The Foundation team has:

- Flyers
- Donation Envelopes
- Save the Date postcards
- Community Fundraiser logos
- Team Captain Toolkit

Contact specialevents@wdhospital.org to request these items.



EVENT INFO

COMMUNITY CELEBRATION: SATURDAY, SEPT. 19, 2020 | 5:00-8:00PM
Special Guests Boston Hoops Champ Brian Scalabrine and WHEB's Greg Kretschmar, Live Music, Beer Garden, Food Trucks and Kids Zone!
\$10 Adults | \$5 Children 12 and under

5K ROAD RACE: SUNDAY, SEPT. 20, 2020
Registration opens at 7:30AM | Race Starts at 9:00AM

REGISTRATION FEE

Now through August 14: \$30
August 15 - September 14: \$35
Race day: \$45

REGISTER ONLINE: [SEACOASTCANCER5K.ORG](https://seacoastcancer5k.org)

RACE COURSE: The USATF-certified route starts and finishes at Wentworth-Douglass Hospital. There is also a 1-mile loop for those who would like a slower pace. Visit SeacoastCancer5K.org to view the exact routes.

PARKING: There is a parking garage onsite and several parking lots surrounding the area for your parking needs. We encourage you to carpool!

SHIRTS: All who register by **August 14** will receive a complimentary official race shirt.

ACTIVITIES: Before, during and after the race, many activities are planned to take place in the South Parking Lot of the hospital. This includes music and entertainment, fun activities, raffles, a kid's zone, refreshments, food trucks and more.

CHEER ZONES: Once again we will offer cheer zones spread throughout the route to cheer you on as you stride by!

As race day gets closer, we will keep you informed of more details and the schedule of events.

WENTWORTH-DOUGLASS HOSPITAL
**SEACOAST
CANCER
5K**

DIRECTIONS TO WENTWORTH-DOUGLASS & PARKING INFORMATION

To arrive at WDH from the North, take Route 16 South and take Exit 9 off of the Spaulding Turnpike. To arrive at WDH from the South, take Interstate 95 North towards Portsmouth, NH to the Spaulding Turnpike North and get off at Exit 9. Follow the signs for the hospital once off of the highway. There is plenty of parking onsite in the Wentworth-Douglass parking garage. We ask that race participants refrain from parking in the Emergency Parking Lot as this needs to remain open for patient access.

IN CASE OF RAIN

The celebration is on, rain or shine!

BIB & SHIRT PICK UP

To help things move quickly on race day, we encourage you and your team to pick up your bibs and shirts in the days preceding the event.

FRIDAY, SEPTEMBER 18 | 2:00-6:00PM

Garrison Wing Auditoriums at Wentworth-Douglass Hospital

SATURDAY, SEPTEMBER 19 | 10:00AM-2:00PM

Runner's Alley, Portsmouth, NH

SATURDAY, SEPTEMBER 19 | 5:00-8:00PM

Garrison Wing Auditoriums at Wentworth-Douglass Hospital

CONTACT INFO:

**RUN.
RAISE.
RALLY.
ROCK!**

Emily Moore
Development Officer, Special Events
Wentworth-Douglass Foundation
789 Central Avenue
Dover, NH 03820
(603) 740-3292

specialevents@wdhospital.org
www.SeacoastCancer5K.org

GET SOCIAL!

#SEACOASTCANCER5K
#WHYI5K



FACEBOOK

Set up a Facebook page for your team and make sure to like our Facebook pages: @SeacoastCancer5K and @WentworthDouglassHospital!



TWITTER

Follow us on Twitter for event updates: @wdhospital and use #SeacoastCancer5K to post your own!



INSTAGRAM

Follow us on Instagram: @wdhospital_nh for race pictures!

