

# PARTICIPANT GUIDE TO FUNDRAISING

WENTWORTH-DOUGLASS HOSPITAL

SEACOAST  
CANCER  
5K



See how we've grown and what's new in 2021!

## RUN. RAISE. RALLY. ROCK!



WENTWORTH-DOUGLASS  
HOSPITAL

A Mass General Community Hospital

CHARITABLE FOUNDATION

September 18-25, 2021 *Virtual 5K*

September 25, 2021 *Community Celebration*

September 26, 2021 *In-person 5K*

Visit [SeacoastCancer5K.org](https://SeacoastCancer5K.org)

[f](#) [@](#) [in](#) #seacoastcancer5K



# FUNDRAISING GUIDE

## Sunday, Sept. 18 – Saturday, Sept. 25, 2021 ANYTIME, ANYWHERE!

VIRTUAL RACE – Register to be part of the Seacoast Cancer 5K and you pick the route of your choice!

## Saturday, Sept. 25, 2021 | 5:00–8:00PM

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

## Sunday, Sept. 26, 2021 | 9:00AM

IN-PERSON 5K – Walk or run but be sure to join the fun! Choose from the 5K or 1-mile loop starting at Wentworth-Douglass Hospital.



## 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](https://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.

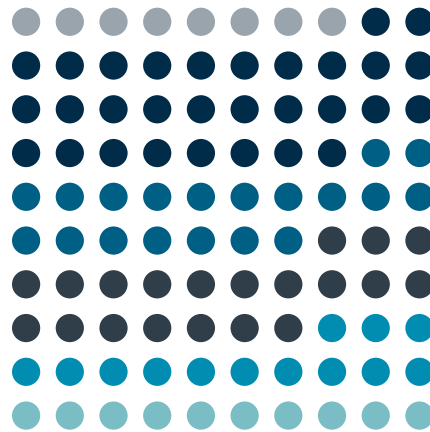
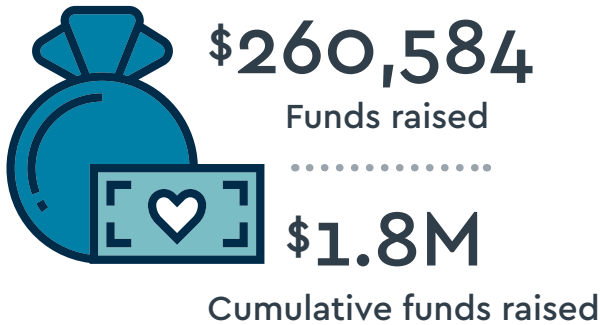
Mark your calendar and join us for a weekend of festivities to celebrate the life-saving work of Wentworth-Douglass Hospital's Seacoast Cancer Center. We can't wait to see you there!

### IN THIS TOOLKIT:

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# 2020 FACTS AT A GLANCE

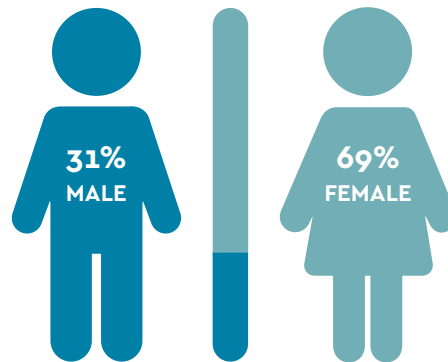
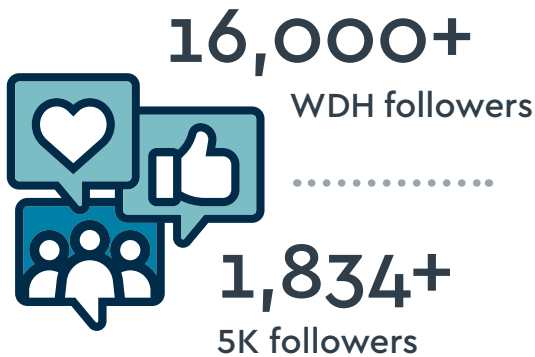


**1,140**  
Registered

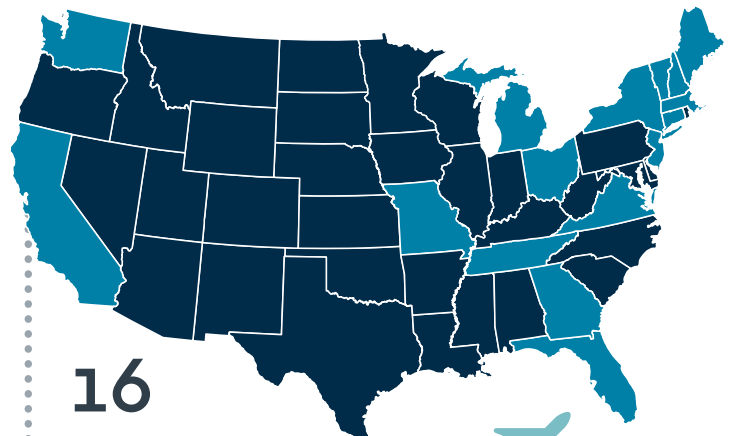
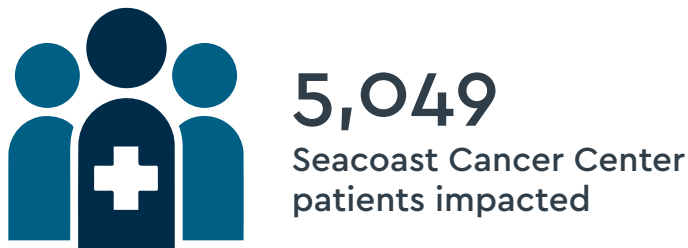
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8% Over age 65  
30% Ages 50-64  
19% Ages 40-49  
20% Ages 30-39  
13% Ages 18-29  
10% Under age 18

## Social Media



**78**  
Survivors



**16**  
States  
represented

**7**   
Participants  
in Europe



*Supporting cancer survivors in the  
Seacoast community since 2014!*

**SeacoastCancer5K.org**

# 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](https://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, even in the virtual world!

## 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 pages.

## 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 Rockstar 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](https://SeacoastCancer5K.org) to keep your team updated on news about the event and when milestones are achieved.



# RALLYING YOUR TEAM



## TEAM CAPTAIN RESPONSIBILITIES

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To get started, visit [SeacoastCancer5K.org](https://SeacoastCancer5K.org) and select the “Register” button over the hero image. 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 by using their strengths and talents - this will make your job as the team captain more 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. 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

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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. Special prizes are given to those who achieve \$250, \$500 or \$1,000 or more in fundraising! 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

Suggest a goal of \$1,000 per team or \$250 per individual. Being motivated to achieve a reasonable but challenging fundraising goal will help you 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 others to chip in!

### ❑ GET PERSONAL

Customize your personal Run Signup Fundraising page to share why you are participating in the Seacoast Cancer 5K. How has cancer affected you or someone close to you? Add photos of your loved ones! 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](mailto:specialevents@wdhospital.org) to request customized donation envelopes to help you stay organized and collect the necessary donor information.

### ❑ DESIGN A TEAM LOGO

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

### ❑ USE SOCIAL MEDIA

Simply copy and paste the URL from your Run Signup Fundraising page into a post to ask folks to join your team or support the cause.

### ❑ CUSTOMIZE TEAM SHIRTS

Contact Blue Dolphin at [hello@printedtees.com](mailto:hello@printedtees.com) to get started on your team's custom shirts. Blue Dolphin will donate 10% of all Seacoast Cancer 5K participant sales back to the Seacoast Cancer Center. Visit [SeacoastCancer5K.org](http://SeacoastCancer5K.org) for details.

### ❑ HOST A COMMUNITY EVENT

Donate proceeds from a bake sale, car wash, or yard sale to your team's fundraising goal. E-mail [specialevents@wdhospital.org](mailto:specialevents@wdhospital.org) for a copy of the community fundraiser logo to help promote your event.

### ❑ ASK FOR SUPPORT

Engage your friends and family by 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](mailto:specialevents@wdhospital.org) for posters and other event materials!



# INCENTIVES

## RALLY YOUR TEAM!

Register as a team captain and receive a Seacoast Cancer 5K beach towel!



## GET YOUR 5K FLARE!



Fundraisers of \$250 or more will receive a Seacoast Cancer 5K lapel pin!

## 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!



## BE A 5K ROCKSTAR!

Become a fundraising star by raising \$500 or more for the 2021 Seacoast Cancer 5K! By joining this group you will receive a custom shirt with your team name, access to the Rockstar hospitality tent, a trophy, and recognition on stage at the road race!

# 5K ROCKSTARS

## PERSONALIZE YOUR PAGE!



Customize your Run Signup Fundraising page and receive a 5K pop socket!

## ROCKSTAR HALL OF FAME!

Fundraisers of \$1,000 or more will be invited to attend the VIP Breakfast with Brian Scalabrine and receive a 5K folding chair!



# FREQUENTLY ASKED QUESTIONS



## 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.

## FUNDRAISING

### • *How do I customize my team page?*

1. Visit [SeacoastCancer5K.org](http://SeacoastCancer5K.org) and click registration. 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.

### • *Why is it important to customize my personal fundraising page?*

Your personal fundraising page is a great place to share your story. Take a few moments to update your page, upload a photo and tell your friends and family why the Seacoast Cancer 5K is important to you. 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.

### • *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 opportunities on Friday, September 17, Saturday, September 25, and Sunday, September 26. You may pick up bib numbers for other registered participants using their first and last name.



# FREQUENTLY ASKED QUESTIONS (CONT.)



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

Checks can be mailed to:

**Wentworth-Douglass Foundation  
Attn: 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. They should also note how they would like their name credited on the team page (i.e., “Mary Charles” or “The Charles Family”). The Foundation will add the amounts from both cash and check donations to your online tally via Run Signup.

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

Contact [specialevents@wdhospital.org](mailto:specialevents@wdhospital.org) to request these items:

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

- *Where do I pick up my bib and race shirt?*

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 17 | 7:00AM – 7:00PM**  
121 Broadway, Dover, NH (in the parking lot)

**SATURDAY, SEPTEMBER 25 | 5:00 – 8:00PM**  
Community Celebration - South Parking Lot at  
Wentworth-Douglass Hospital

**SUNDAY, SEPTEMBER 26 | 7:30 – 9:00AM**  
In-person 5K - South Parking Lot at  
Wentworth-Douglass Hospital

# EVENT INFO



## RUN. RAISE. RALLY. ROCK!

**September 18-25, 2021** Virtual 5K  
ANYTIME, ANYWHERE



Download our RaceJoy app to choose your 5K route.



**For all Crusaders!**

**September 26, 2021** In-person 5K  
Wentworth-Douglass Hospital | 9:00AM



**USATF**-certified Route #NH18009BK



**Free parking onsite!**



**For all Crusaders!**



**REGISTRATION FEE:** Champion: \$25 (Bib only) | Crusader: \$35 (Bib + Shirt)

Learn more and register online at [SeacoastCancer5K.org](https://SeacoastCancer5K.org)

**September 25, 2021** Community Celebration  
Wentworth-Douglass Hospital | \$10 per ticket



**Live Music**



**Food Trucks**



**Activities  
& Games**



Special Guest  
NBC Sports  
Boston  
Celtics color  
analyst Brian  
Scalabrine!

### Stay Informed

For the latest event  
details, follow us on  
social media or visit  
[SeacoastCancer5K.org](https://SeacoastCancer5K.org).





## DIRECTIONS TO WENTWORTH-DOUGLASS

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.

## PARKING INFORMATION

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. Carpooling is encouraged!

## IN CASE OF RAIN

The celebration is on, rain or shine!



## CONTACT INFO:

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

Emily Moore  
Development Officer, Special Events  
Wentworth-Douglass Foundation  
789 Central Avenue  
Dover, NH 03820  
(603) 740-2687

[specialevents@wdhospital.org](mailto:specialevents@wdhospital.org)  
[www.SeacoastCancer5K.org](http://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!



## LINKEDIN

Follow us on LinkedIn for event updates and use #SeacoastCancer5K to post your own!



## INSTAGRAM

Follow us on Instagram: @seacoastcancer5k for race pictures!