



TEAM CAPTAIN GUIDE

Saturday, September 25, 2021

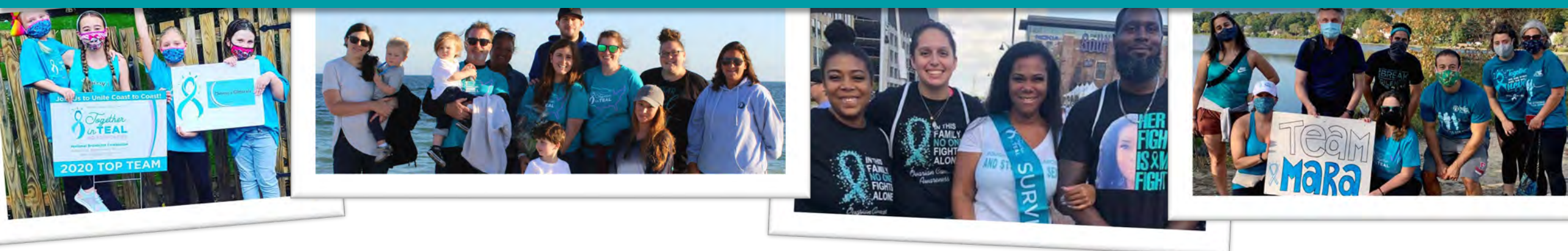
7 PM EDT • 6 PM CDT • 5 PM MDT • 4 PM PDT



MOVING FORWARD BOLDLY EVERYWHERE AS ONE



Thank You & Welcome Team Captains



Thank you for taking the first step and becoming a team captain.

As we come **Together in TEAL® - Everywhere As ONE** this year with people across the nation touched by ovarian cancer, we know you are ready to take on the challenge of raising awareness and funding to support the NOCC mission. Although we're meeting a little differently in the interest of safety and public health—our community will show its true **TEAL** color and make an impact so on many lives.

Team Captains help our teal community unite to save more lives and help the NOCC deliver on its four pillars of progress: Earlier Awareness, Quality of Life, Research, and Community Outreach. With your help, we're continuing a nationwide campaign and event that enables our community to come Together in TEAL, including places we've never been able to reach.

We are taking our most popular challenges from last year and adding a new set of fun, engaging and easy-to-share challenges that anyone can take on, anywhere across the nation. From turning your social pages TEAL to getting your pets behind our cause, we've got something for everyone. And the most dynamic images, messages and videos will be featured on the National Broadcast Celebration.

All of the fundraising, engaging activities and social media connections lead to ***Saturday, September 25th***. On that day, we'll invite the entire TEAL nation to head out with your team, family, friends and loved ones for a walk, run, bike, or hike that morning. Get active at whatever level you are comfortable with and share your experience with our community online.

On the evening of September 25th, people from coast to coast will gather as families, teams and small groups to watch our National Broadcast Celebration. The broadcast will feature inspiring stories and live connections from across our TEAL nation from passionate fundraisers, survivors, volunteers, partners and those honoring a loved one. It is the biggest gathering of the year for our ovarian cancer community, and you won't want to miss it!

This Team Captain Guide is a resource to help you create and manage a successful team—an excellent tool for recruiting team members and leading them in their fundraising efforts.

Teams are one of the most integral parts of our Together in TEAL annual event. Teams raise much-needed revenue and are crucial to spreading early awareness throughout their communities.

THE NEED IS CRITICAL



 **IN 78**

women will be diagnosed
with ovarian cancer in her

L I F E T I M E



22,000+ WOMEN WILL BE DIAGNOSED
WITH OVARIAN CANCER

THIS YEAR



14,000+ WOMEN WILL LOSE THEIR LIVES
TO OVARIAN CANCER THIS YEAR



OUR WORK CHANGES LIVES



EARLIER AWARENESS

Raising earlier awareness
about the signs, symptoms,
and risk factors of ovarian
cancer and educating the
public about the power of
early detection.



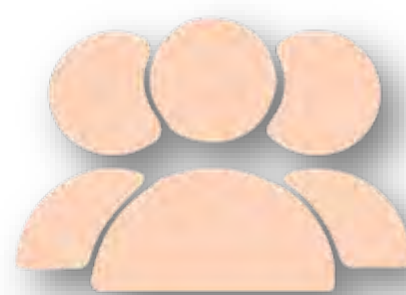
QUALITY OF LIFE

Providing resources,
services, and support so
that women with ovarian
cancer can live
extraordinary lives.



RESEARCH

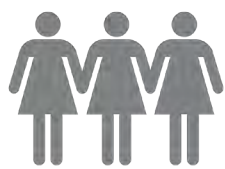
Funding the most impactful
research initiatives that
push forward the study of
ovarian cancer detection
and treatment.



COMMUNITY OUTREACH

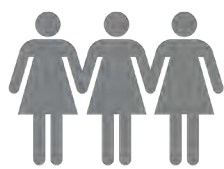
Creating nationwide
movements that activate
communities across the U.S.
to become involved in the
battle against ovarian
cancer.

OUR IMPACT SAVES LIVES



15,000

**SURVIVORS
IMPACTED**



THROUGH SUPPORT GROUPS & EDUCATIONAL CONFERENCES

350,000
COMMUNITY
CONNECTIONS



1 MILLION +
EDUCATIONAL RESOURCES
DISTRIBUTED

**NOCC
CANCERCONNECT
COMMUNITY**

**2,200 MEMBERS
ANNUALLY**

**FACES
OF
Hope**

13,553
SURVIVOR
CARE KITS
ACROSS **300**
FACILITIES

400+

**SURVIVORS &
CAREGIVERS**

FROM 40 STATES HAVE BEEN SERVED THROUGH
Teal Comfort for the Soul & Teal Comfort for the Mind

2 MILLION +
DESIGNATED
TO RESEARCH



Where The Money Goes



The dollars you raise support our many programs & services dedicated to raising earlier awareness about the signs and symptoms of ovarian cancer, providing resources for a better quality of life for Survivors, funding impactful research, and activating the nation in the battle against ovarian cancer.

\$25 could help provide educational materials needed to build awareness of ovarian cancer signs and symptoms for over 250 families.

\$50 could help provide a *Faces of Hope®* tote that includes helpful resources and comfort items to assist newly diagnosed women and those experiencing a recurrence in their cancer journey.

\$100 could help provide one week of freshly delivered meals to a Survivor in treatment and their caregivers.

\$250 could help provide one month of one-on-one licensed counseling to a Survivor or family caregiver.

Your Fundraising Supports These Programs & Services



Survivor Peer-to-Peer
Online Support Group



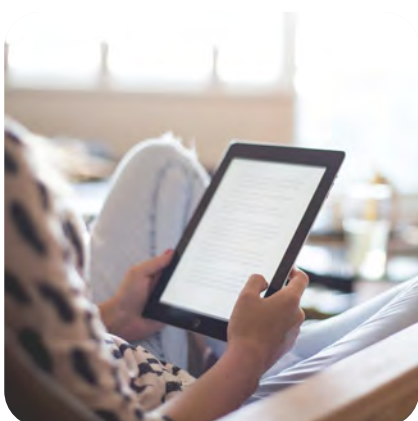
Caregiver Online
Support Group



24/7 Online
Support Forum



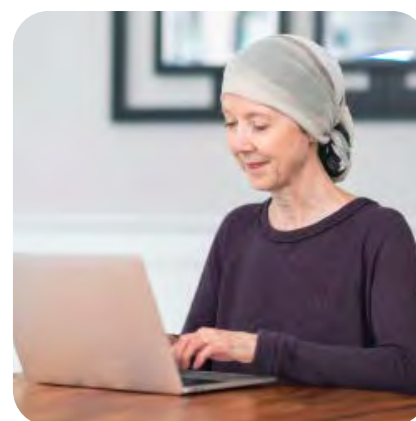
Facebook LIVE
Education Series



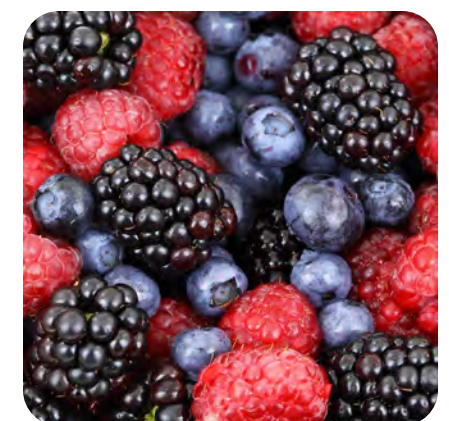
DigiTEAL
Learning Series



Meal Delivery



One-On-One
Counseling



Nutritional Information
and Support

LET'S GET STARTED



Jumpstart your fundraising efforts with just a few easy steps.

Register & Recruit

Set a goal to get as many people as you can to join in your efforts to raise awareness. Help them register online at ovarian.org.

Make A Personal Donation

Start things off by encouraging your team members to make a personal donation.

Customize Your Fundraising Page

Share a personal picture and story showcasing your motivation for raising awareness and finding a cure for ovarian cancer.

Set Goals

Set a recommended team goal of \$5,000 and encourage team members to achieve it! Talk about new and fun ways to rally together to raise funds. Each team member can also set a personal goal to reach the \$2,500 level.

Fundraise with Facebook

Connect your Together in TEAL fundraising dashboard to a Facebook fundraising event; this is an easy way to engage with family and friends all over the country.

Go Mobile

Download the Together in TEAL App & take it to go with you on your mobile device. You can manage your team, social networks and donations all with the click of a button.

Get Social & Share Your Story

Facebook, Twitter, Instagram and LinkedIn are great places to connect. Share how you have been touched by ovarian cancer or how it has affected your life and family.

Email

Sign in to your fundraising dashboard to send recruitment and fundraising emails.

Engage & Educate

Be sure your team knows where to find fundraising information and resources. Encourage them to fundraise using their online personal fundraising pages.

Build Team Spirit

In addition to encouraging your team to fundraise, think about what works best for your team to get them excited about being a part of this amazing event.

Ask For Donations

Ask in person, via text, in an email, on social media or by using your Together in TEAL fundraising dashboard and app. There are many ways to ask.

Celebrate Successes

Keep track of your team's progress and let them know how you're moving towards your goal. Spotlight your team's successes to keep them motivated and updated.



HOW TO MOTIVATE YOUR TEAM



Keep Your Team Updated

Establish the right set of communication channels for your team. Consider creating a team group text, a group email or a group on Facebook. Introduce new team members as they join!

Milestone Reminders

Remind each team member they can get a participant t-shirt when they raise \$100, among other milestone rewards!

Fundraising Center

Ask everyone on your team to link their Fundraising Center to Facebook, and watch the donations roll in!

Coach & Motivate

Once your team members are registered, hold a safe in-person rally or host it virtually from your living room to generate excitement and educate your team on the impact they can make on so many lives!

Share Personal Stories

Personal stories from team members and yourself is a great way to bring your team closer together!

Share Fundraising Tips & Tricks

Share your tips & tricks and ask team members who have been successful in fundraising to do the same.

Monitor & Keep the Group Posted

Share progress towards team and individual fundraising goals and recognize members when they achieve or move closer to their goal.

Create Friendly Competition

Recognize and reward your team. Prizes can be as simple as bragging rights! Fundraising incentives can be shared from Shop NOCC at shopovarian.merchorders.com.

THANK & APPRECIATE

Say Thank You

Frequently show your team how grateful you are for their hard work and efforts!

Celebrate Success With The Team

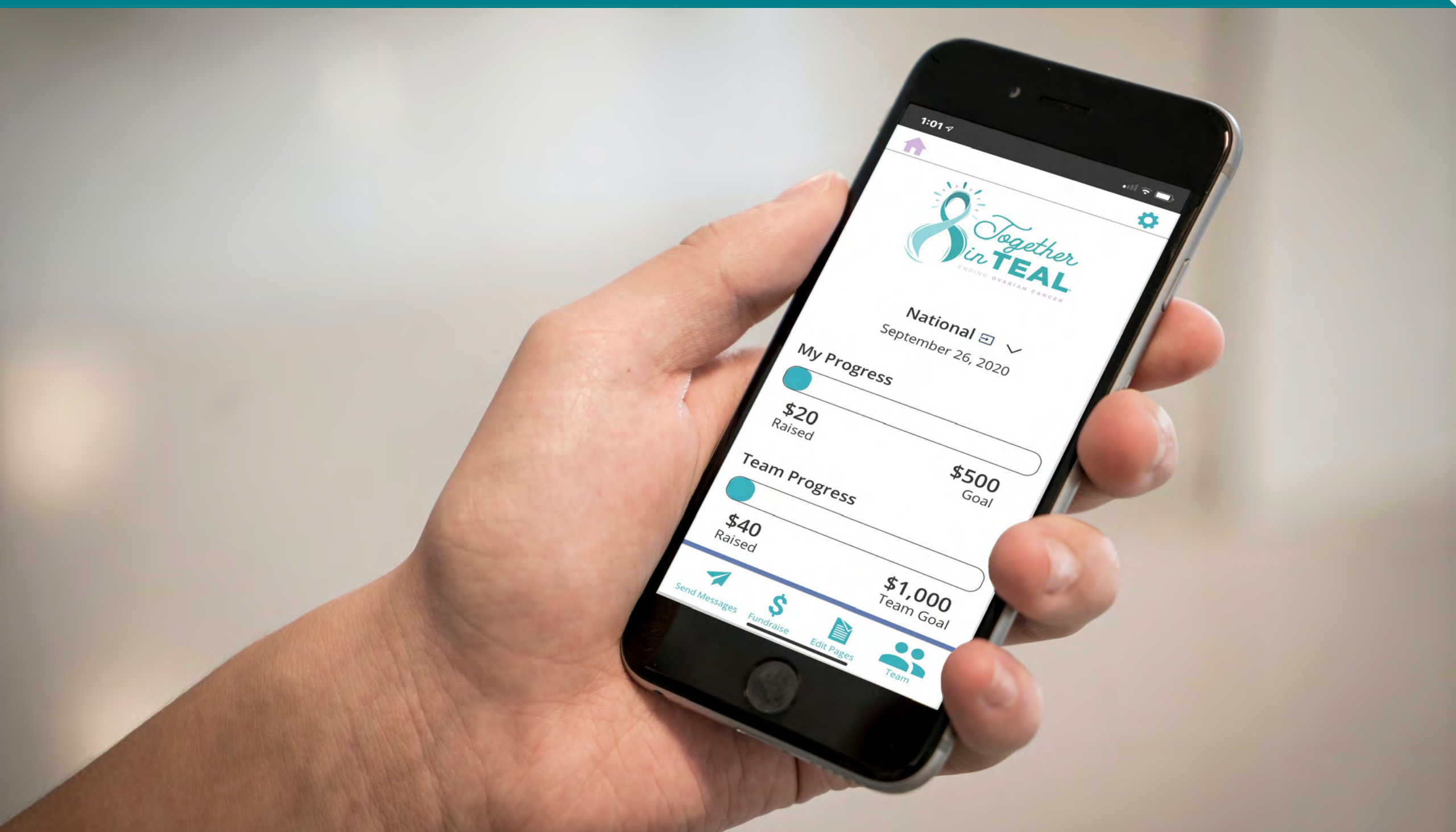
Use email and social media to share success stories with your team members and pump them up to keep going.

Award Team Members For Reaching Milestones

- Making a self-donation
- Personalizing their online Fundraising Center
- Getting their first donation
- Getting the largest donation to date
- Raising the most money in a week
- Sending out the most fundraising e-mails
- Accomplishing fundraising goals



GET SOCIAL



Everything At Your Fingertips

Inspire others to join you in your efforts by sharing your story on all your favorite social sites.

Make fundraising easy by sending messages through Facebook, Instagram, Twitter, and LinkedIn right from your fundraising dashboard.

Fundraise On Facebook

Facebook allows you to fundraise with the click of a button. To connect your fundraising dashboard to a Facebook fundraiser, you must be registered.

Raise Funds On The Go

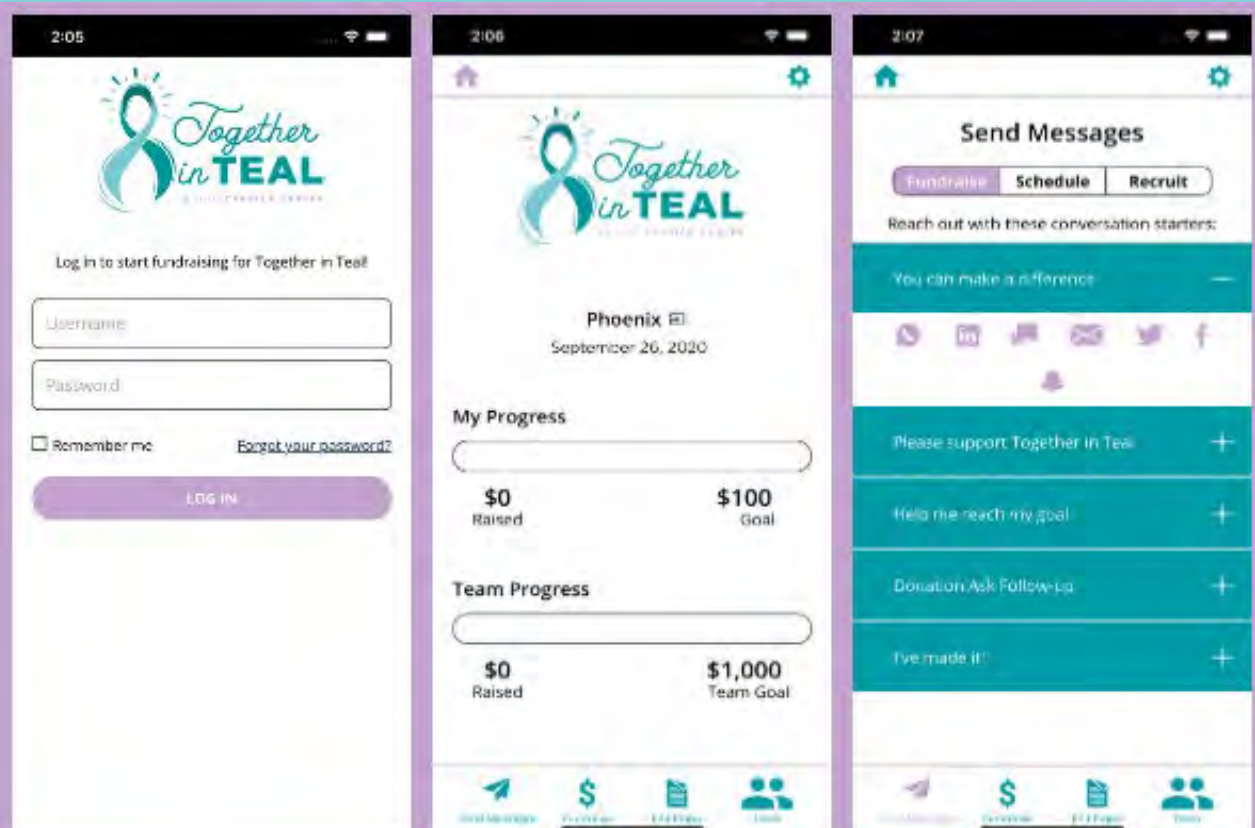
Download the Together in TEAL® mobile app to help amplify your fundraising efforts. Log in with your username and password to easily send emails, text messages, tweets, and Facebook updates!



CONNECT YOUR FUNDRAISING PAGE TO FACEBOOK

- DONATIONS COUNT TOWARDS YOUR GOAL
- FUNDRAISE DIRECTLY ON FACEBOOK

Connect





WEEKLY CHALLENGE

Reach your next fundraising milestone by inviting your friends and family on social media to register, donate, and get involved!

CHALLENGE 1

June 1, 2021 - #TealTakeOver

Objective: Change your Facebook profile picture to include the branded NOCC frame, so the Facebook feed is taken over by TEAL.

CHALLENGE 2

June 14, 2021 - #TealTour

Objective: To celebrate our Together in TEAL Everywhere As 1 campaign, we're taking Teal on the go. Bring awareness wherever you are and send in pics of you with Teal, and your EA1 logo or use your FB or Instagram stickers. You just may see yourself during our National Broadcast Celebration on Saturday, September 25th, so tune in!

CHALLENGE 3

June 28, 2021 - #TealTribe

Objective: How do you spell community? It's time to get clever. Spell out the letters N-O-C-C in the most ingenious way and your photo may be chosen for our national broadcast on Saturday, September 25th. You'll have to watch for the reveal of #TealTribe!

CHALLENGE 4

July 12, 2021 - #RandomActsOfTeal

Objective: Join NOCC this Together in TEAL season and spread kindness, awareness and make connections through your local communities. You can never underestimate the power of kindness, so why not do #RandomActsOfTeal. During our Together in TEAL season, share your NOCC spirit by taking a photo with your #RandomActsOfTeal. You may see yourself on September 25th during our National Broadcast Celebration! #TogetherInTeal #KnowOvarian

CHALLENGE 5

July 26, 2021 - #TealFamily

Objective: The NOCC community is made up of so many incredible women and those who support and love them. Teal knows no age so wrangle up your teal supporters no matter how small and show how they get into the teal spirit as #TealFamily. Whether they dress up, write a note, do a little dance, we are all Everywhere as 1!

CHALLENGE 6

August 9, 2021 - #HowTealAreYou

Objective: How do you show your Teal pride? Dying your hair teal, painting your door, putting signs in your window...the possibilities are endless! Answer the question of #HowTealAreYou by posting a picture of your Teal enthusiasm and you may see yourself on September 25th during our National Broadcast celebration!

CHALLENGE 7

August 23, 2021 - #TealTails

Objective: Make your four-legged best friend the focus of your next selfie and have them join the NOCC community as #TealTails! Bring your pets along to be Everywhere as 1 and show off their teal accessories.

CHALLENGE 8

September 1, 2021 - #TealTips

Objective: One of the many great things about being part of the NOCC community is the knowledge that's shared from everyone's experiences. Take the opportunity to educate your friends, family and the greater NOCC community by sharing your #TealTips.

CHALLENGE 9

September 13, 2021 - #TealFitness

Objective: It's #TealFitness time! Staying active is an important part of a healthy lifestyle, so join in for some #TealFitness in whatever way makes you feel energized! Yoga, walking, biking, running, weightlifting... whatever you choose, we are all moving together Everywhere as 1.



FUNDRAISE YOUR WAY

Bring in more donations and discover ways to have fun while raising awareness and dollars to support women facing ovarian cancer!



Connect

FACEBOOK: Grow your fundraising with Facebook! Create a Facebook fundraiser through your dashboard and share your story to raise money directly on Facebook to help you reach your fundraising goal!

EMAIL: Send an email to your friends, family, and co-workers to follow up with those who haven't sent in a donation.

PUBLICIZE: Share your efforts in your college alumni magazine or your office newsletter.

BREAKFAST: Buy donuts for breakfast (or get them donated) and sell them every Monday morning at work or school.

MATCHING GIFTS: Take advantage of corporate matching gift programs. Many of your donors may work for companies that have a program like this. Use [this link](#) to search for companies that participate in matching gifts.

ONLINE AUCTION: Collect those unwanted but valuable items or get them donated and auction them on eBay, Facebook Marketplace and Poshmark. Donate the proceeds to your team.

TALENT SHOW: If you're comfortable singing, ask your community to donate \$20 with their song request for performing on social media.

WHO YOU KNOW: Contact clubs or organizations you are a member of and ask for a donation.

ASK: Contact your house of worship and request to speak on behalf of the NOCC and your fundraising efforts. You may also request to place it in the bulletin/newsletter.

DIGITEAL AUCTION: Invite your friends to bid on one of the many items on the virtual auction sites from around the country.

VENDORS: Ask vendors with who you do business for a donation or a percentage of sales.

Challenge

CAREGIVER SUPPORT: Ask your doctors, nurses, or friends in the medical field to support you and your fundraising effort! The NOCC is here to support the many vital caregivers worldwide and have more information available for caregivers to practice self-care and feel informed [here](#).

WACKY CHALLENGES: Eating hot chilis, taking ice baths, getting pied in the face, and running 5 miles in a tutu are just some of the challenges we've seen teams do to raise funds. Start by brainstorming some wild challenges and creating incremental fundraising goals to match each challenge.

STEPS CHALLENGE: Challenge your friends and family to count steps towards a cure for ovarian cancer. They can donate a flat pledge or pledge per day for steps taken.

KARAOKE CHALLENGE: Take your pick: SING OR DONATE DOUBLE! Select your favorite quarantine song, grab your hairbrush microphone, & record a lip-sync on social media. Tag your friends to complete the challenge and make a donation.

HAIR SALON/BARBER SHOP: Ask your hair salon/barber shop if they will donate \$2 from each haircut over the course of a weekend to your team and support the NOCC.

CHANGE A LIFE: Put all your change in a jar and then roll the coins and use the money toward your fundraising goal.

FUNDRAISE YOUR WAY



Host

HOST A BENEFIT NIGHT AT A LOCAL RESTAURANT: While adhering to local safety regulations regarding dining, ask for a percentage of sales for one day and remember this could work for online ordering and take out as well! Also, ask the restaurant or bar to donate a gift card and use it as a prize for a team member who gets a donation.

SILENT AUCTION: Hold a silent auction and have local businesses and restaurants donate their goods and services.

HOST A VIRTUAL DINNER PARTY: Invite your friends and family to your home or create a virtual dinner party in exchange for donations. Make it a fun potluck and vote on the best dish.

HOST AN ONLINE COOKING CLASS: Ask your friends and family to donate to attend your virtual cooking class and walk them through cooking one of your favorite dishes or desserts.

HOST A COFFEE GET-TOGETHER: Meet your neighbors for coffee! Ask your favorite coffee shop to donate the coffee and goodies if possible. Invite your neighbors and friends. Suggest a donation of \$10—or more!

HOST A TED TALK NIGHT: Have an inspirational speaker talk for what could make for an hour of inspiring conversation. Consider hosting a livestream presentation where you can have your speaker present from the friendly confines of their own home. Charge a fee (donation) to attend the talk. You can raise money and inspire others at the same time.

HOST OPEN MIC COMEDY SHOW: Have your friends and family that are really funny (*or at least THEY think they are*) present their best material! Invite folks to watch and laugh along for a donation.

HOST PAINT/CRAFT NIGHT: Livestream a guided art project. The art can even reflect the cause. Reach out to local college art departments and studios for experts and instructors.

Create

SCAVENGER HUNT: Create teams to compete in a local scavenger hunt. Ask for a donation to take part. Download the lists, and you can even create a teal list theme and email the list as the event starts.

PHOTO SESSION: Ask a local photographer to donate a photo session, or even better, take the photos yourself!

CREATE: Put together a gift basket with wine, food or other goodies and hold a door prize drawing.

RECYCLE FOR SURVIVORS: Return bottles and cans and donate the funds.

PAINT/CRAFT: Use your talents and create some amazing art projects and sell them for fundraising donations. Share your creativity and spread joy for a good cause.

FUNDRAISE YOUR WAY

Virtual

FACEBOOK LIVE FUNDRAISER: Go LIVE and share your story, connect with others and ask them to donate to the NOCC mission to support women around the country.

WORK DRESS UP DAY: Since everyone has been working in their sweats these days, let's get them to dress up and make a donation to your fundraiser. You could have a sports team jersey day, or crazy 80's day. Have fun with it.

FAMILY FUED: Gather families virtually and play this legendary TV game show. Charge the families a fee to play and then have a prize for the winning family. Maybe a restaurant gift certificate to enjoy dinner together.

TRIVIA NIGHT: Test your general knowledge by hosting a virtual trivia night! You could download a set of trivia questions from the internet, use an app with trivia games built-in (like Houseparty), or create your own personalized trivia questions! Set a time and date, promote your event online, and charge a participation fee.

GARAGE SALE: Clean out your closets and garage and hold an online sale. Post your items to one of the online sites and apply your sales to your fundraising goal.

BINGO NIGHT: Host a virtual bingo night to raise funds for a great cause! Sell tickets and encourage participants to bring along their entire households by offering group discounts.

MOVIE/TV MARATHON: Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan's Island) and start making the popcorn! Ask for donations to attend this virtual event and then provide a [Zoom link](#) or use a browser extension like [Netflix Party](#) so you can all watch together. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, or every time Hitchcock himself appears.

TALENT SHOW: Use a live streaming platform to host a virtual talent night where members of your team can showcase their talents. You could sing, play an instrument, read poetry, tell jokes, or perform any other talents you might have! Promote the event to your friends and family and ask them to donate to your team if they enjoyed the show.

COSTUME PARTY: See who can create the most extravagant outfit from the things they have at home. Jump on a video call to show off your creations and vote on who is best dressed! Offer prizes for the winning look and charge a participation fee.

FITNESS CLASS: Gyms may be closed, but that doesn't mean that you can't get moving! Many fitness centers and personal trainers are running live-streamed classes or creating workout videos to help us stay strong during these challenging times. To create a fundraiser, you could team up with a fitness instructor and host a class. Charge a fee for participation or encourage attendees to make a donation.

ONLINE GIFT CARD AUCTION: Use a gift card or get one donated and auction them off. This is an event that can be managed ALL online and keeping it to gift cards means that you can send prizes to winning bidders all over the country.

VIRTUAL RAFFLE: Here's how it works: Set up a custom donation page for the raffle campaign. For every \$1, \$5, or \$10 someone donates (or whatever increment you'd like to use), the individual receives an entry into the raffle drawing, just like a standard raffle fundraiser.





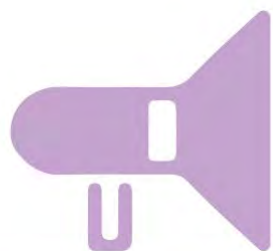
Join us in uniting **EVERYWHERE AS ONE!**

Women continue to be diagnosed with ovarian cancer throughout the world, and they need our help. So we're taking action by spreading awareness and raising funds to make an impact against the disease!

Team Name: _____

Team Fundraising Goal: _____

Your donations provide support to programs and initiatives in the National Ovarian Cancer Coalition's four pillars:



EARLIER AWARENESS

Raising earlier awareness about the signs, symptoms, and risk factors of ovarian cancer and educating the public about the power of early detection.



QUALITY OF LIFE

Providing resources, services, and support so that women with ovarian cancer can live extraordinary lives.



RESEARCH

Funding the most impactful research initiatives that push forward the study of ovarian cancer detection and treatment.



COMMUNITY OUTREACH

Creating nationwide movements that activate communities across the U.S. to become involved in the battle against ovarian cancer.

National Broadcast Celebration

Saturday, September 25, 2021

7 PM EDT • 6 PM CDT • 5 PM MDT • 4 PM PDT

BE A \$500 FUNDRAISING HERO



Why is fundraising so important?

Dollars raised for the NOCC support national programs and local chapter initiatives to heighten awareness of the subtle signs and symptoms of ovarian cancer, assist newly-diagnosed patients throughout the country, provide ongoing support to caregivers, and advocate for the advancement of ovarian cancer research.

Raise \$500 for a chance to win!

Southwest 



Individual participants will automatically receive one entry for two round-trip Southwest Airlines tickets for every \$500 raised. Raise \$2,000 and receive four entries! A live drawing for winners will be held on October 15, 2021.

There is no limit on how many entries!



Earn a multi-function scarf at \$500 raised!

You'll receive a commemorative 2021 **Together in TEAL® - Everywhere As ONE** multi-function scarf after you raise \$500!



How to Raise \$500 in 10 Days

DAY 1

Make a \$20 personal donation. Show your commitment to fighting ovarian cancer and be a leading example to others!

DAY 2

Ask two family members to donate \$20 each. You may be surprised how willing your loved ones are to support you!

DAY 3

Ask four close friends to donate \$25 each. Share your story with all your friends to promote awareness for ovarian cancer!

DAY 4

Ask five coworkers to donate \$20 each.

DAY 5

Create a Facebook fundraiser from your personal fundraising dashboard and invite 10 friends to contribute \$5 each.

DAY 6

Gather \$20 in donations from five people in your favorite group or place of worship.

DAY 7

Ask your employer for a \$20 donation towards your fundraising goal. Your company may also match your fundraising efforts fully!

DAY 8

Invite five businesses you visit frequently (e.g., hairstylist, dentist, doctor, grocery store) to donate \$10 each.

DAY 9

Sell an unneeded household item or host a small fundraiser to raise your final \$20!

DAY 10

Celebrate your success and share on social media.



2021 Individual & Team Fundraising Rewards



The dollars you raise for this year's **Together in TEAL® - Everywhere As ONE** event fund programs and initiatives in the four NOCC pillars: earlier awareness, quality of life, research, and community outreach.

Reach out to family, friends, co-workers and neighbors to earn the rewards below and help create awareness for ovarian cancer and our **TEAL** community.

INDIVIDUAL FUNDRAISING REWARDS



\$100

At \$100, you'll earn your **Together in TEAL® - Everywhere As ONE** t-shirt, but don't stop there. More rewards are waiting for you!



\$500

Earn a commemorative 2021 **Together in TEAL® - Everywhere As ONE** multi-function scarf!



\$1,000 - VIP

Earn a special **Together in TEAL® - Everywhere As ONE** hat to wear and celebrate your fundraising efforts!



\$2,500

After raising \$2,500, you'll receive a branded stainless steel 20oz tumbler to enjoy at home or on your next outing!

Bonus REWARD DRAWING



For Every \$500 Raised

Individual participants will automatically receive one entry for two round-trip Southwest Airlines tickets for every \$500 raised. Raise \$2,000 and receive four entries! A live drawing for winners will be held on October 15, 2021.

There is no limit on how many entries!

TEAM FUNDRAISING REWARDS

\$5,000

Your team name will be printed on the back of 2022 t-shirts and will also receive a yard sign to recognize your team's tremendous fundraising efforts publicly.

Proudly display your yard sign and your dedication to the cause because **TEAL** doesn't happen only in September!



\$10,000

Team t-shirts and VIP bags will be delivered to the homes of Team Captains! We'll also provide celebration items and food for your Watch Party on September 25, 2021 during the National Broadcast Celebration.

Additionally, you'll be invited to attend a private VIP Zoom call with the CEO of the NOCC on a planned date!



THANK YOU



2021 NOCC NATIONAL PARTNERS

AstraZeneca 

 **MERCK**

PurposeBuilt 
BRANDS

Wylers
Light

We Are Here To Help

For More Information Please Contact:

NOCC National

Suzanne Bash

Director, Community Engagement and Events

nocc@ovarian.org

888-OVARIAN (888-682-7426)

