



TEAM CAPTAIN GUIDE



Together in **TEAL**[®]

ENDING OVARIAN CANCER

NATIONAL OVARIAN CANCER COALITION

Iowa Together in TEAL
Saturday, September 24, 2022



Thank You & Welcome Team Captains

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

As we come **Together in TEAL**® 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.

Whether for a friend who is newly diagnosed, a co-worker living with this disease, or in memory of a loved one, we are glad you are part of this passionate TEAL community working **Together in TEAL**® to end ovarian cancer.

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.

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

2021
THIS YEAR

22,000+
WOMEN WILL BE **DIAGNOSED**
WITH OVARIAN CANCER

14,000
WOMEN WILL **LOSE THEIR LIVES**
FROM OVARIAN CANCER



OVARIAN CANCER
RANKS **5TH** IN
CANCER RELATED
DEATHS AMONG
WOMEN

1 IN 78
WOMEN WILL BE **DIAGNOSED**
WITH OVARIAN CANCER
IN HER LIFETIME

OUR WORK CHANGES LIVES



EARLY AWARENESS

Raising early awareness about the risks, signs, and symptoms of ovarian cancer and educating about the power of early detection.



QUALITY OF LIFE

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



RESEARCH

Funding the most impactful research that pushes forward the study of ovarian cancer and leads to scientific breakthroughs.



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

20,035 SURVIVORS IMPACTED
THROUGH SUPPORT GROUPS & EDUCATIONAL CONFERENCES

NOCC
CANCERCONNECT
COMMUNITY
3,200+ MEMBERS
ANNUALLY

FACES
OF
Hope
19,400+ SURVIVOR CARE KITS
ACROSS 325 FACILITIES

375,405
COMMUNITY
CONNECTIONS

2.7 MILLION +
EDUCATIONAL RESOURCES
DISTRIBUTED

14,000+ MEALS DELIVERED
130 SURVIVORS & CAREGIVERS
FROM 40 STATES HAVE BEEN SERVED THROUGH
Teal Comfort for the Soul & Teal Comfort for the Mind

2.3 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 ovarian cancer educational materials for over 250 families.

\$50 could help provide a Faces of Hope® tote with helpful resources and comfort items to assist those with ovarian cancer on their journey.

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

\$250 could help provide reduced financial barriers for those in active treatment or maintenance therapy for ovarian cancer.

Your Fundraising Supports These Programs and Services



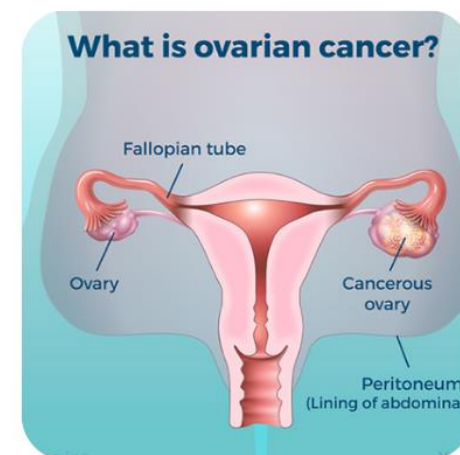
Survivor Peer to Peer Online Support Group



Caregiver Online Support Group



24/7 Online Support Forum



Virtual Ovarian Cancer Learning Series



Digital Learning Series



Meal Delivery



One-On-One Counseling



Financial Assistance

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 Donor Drive-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 into 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 fundraising t-shirt when they raise \$100, among other milestone rewards!

Fundraising Dashboard

Ask everyone on your team to link their Fundraising Dashboard 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!

Monitor & Keep the Group Posted

Share progress toward the 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

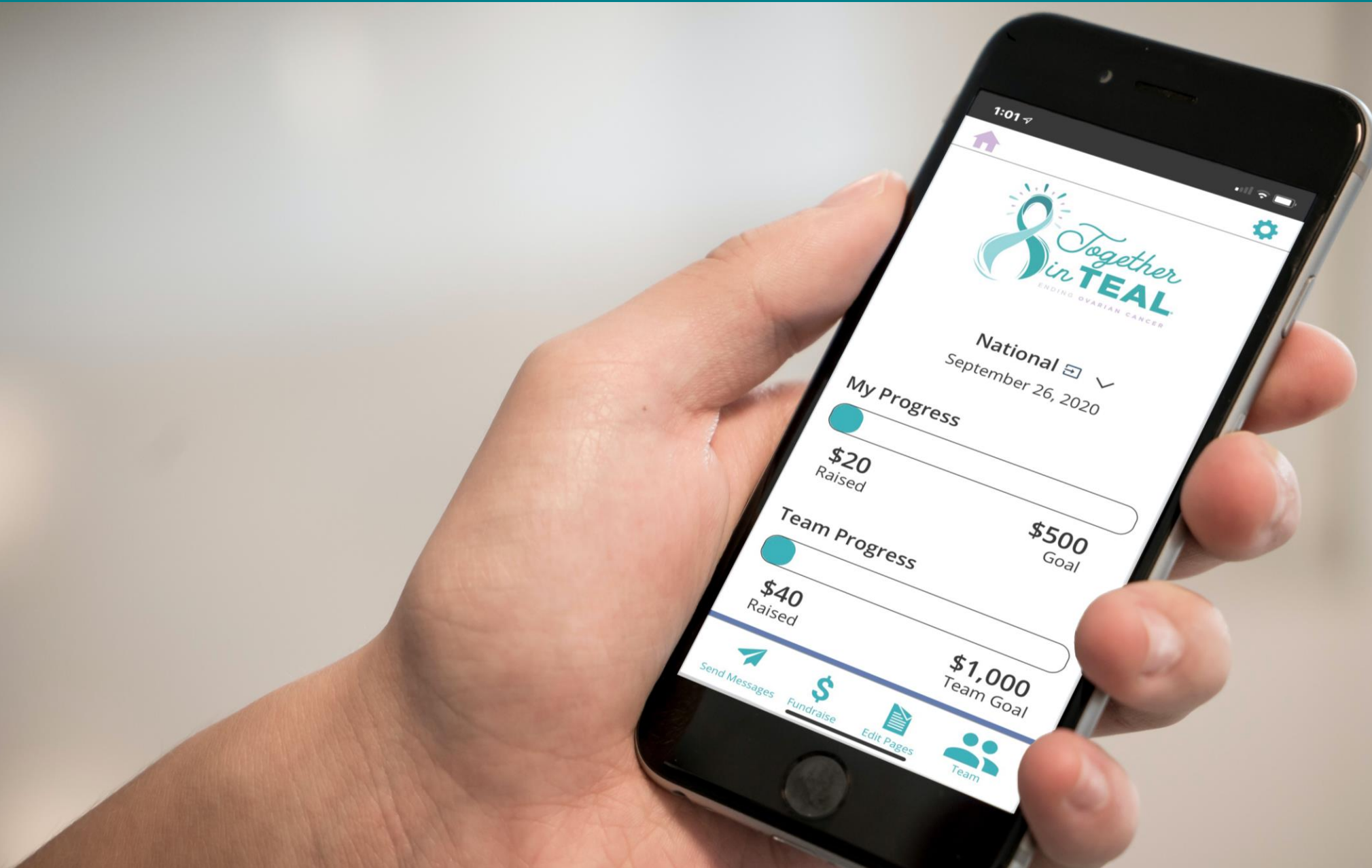
Use email and social media to share success stories with your team members and pump them up to keep going.

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.

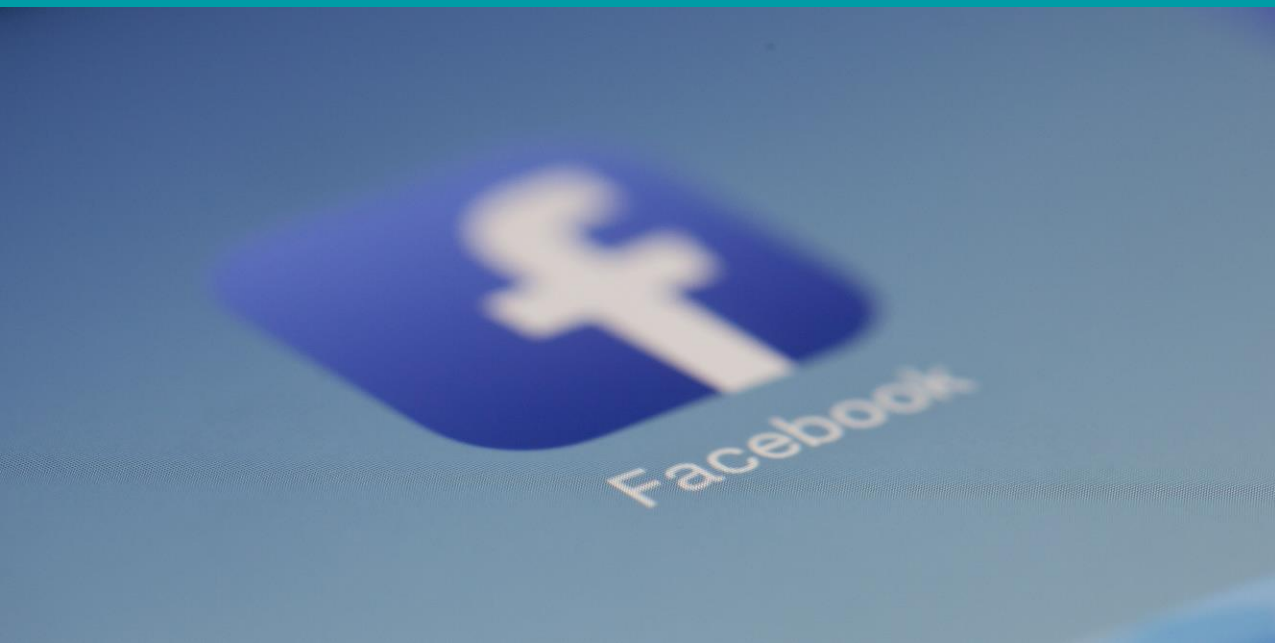
Make fundraising easy by sending messages through Facebook, Instagram, Twitter, and LinkedIn right from your fundraising dashboard.

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

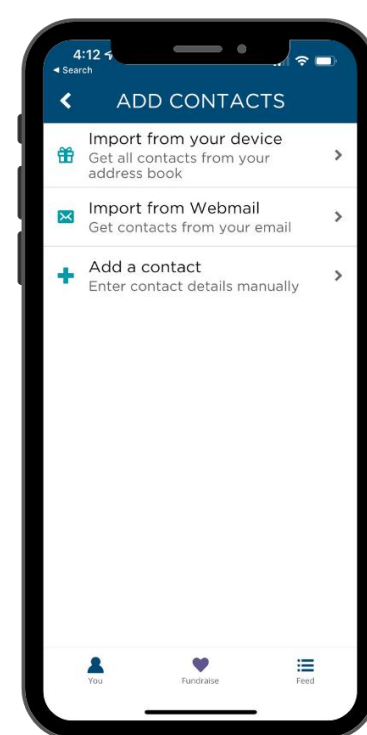
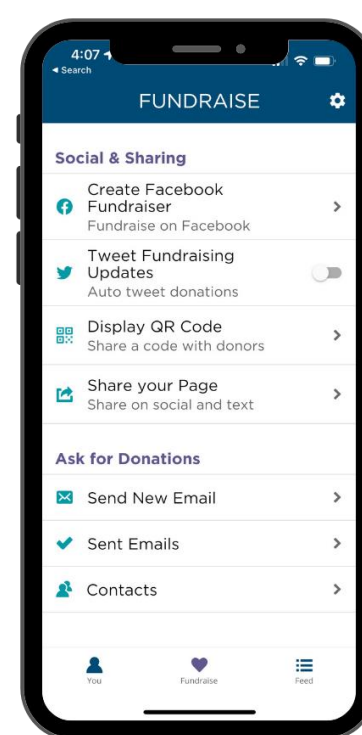
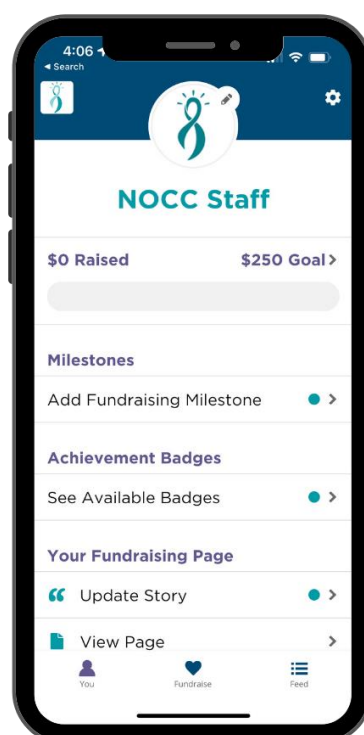
Download the Donor Drive-Together in TEAL® mobile app to help amplify your fundraising efforts. Log in with your username and password to easily send emails, text messages, tweets, and Facebook updates!



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 13, 2022 - #TealTakeOver

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

CHALLENGE 2

July 18, 2022 - #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, or do a little dance, we are all Everywhere as 1!

CHALLENGE 3

August 11, 2022 - #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 4

September 7, 2022 - #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.

GET ACTIVE



Finish **78** miles solo & **78,000** miles together.

Your Miles Matter

1 in 78 females will be diagnosed with ovarian cancer in their lifetime. The NOCC is committed to improving the quality of life and the outcomes for those affected - and reducing the risk of ovarian cancer overall! We challenge YOU to run or walk 78 miles so we can reach 78,000 miles TOGETHER from coast to coast.

When do miles count?

The 78 Miles for TEAL challenge begins June 1, 2022 and ends October 30, 2022.

How do you log miles

After registering, log in to your Together in TEAL® Participant Dashboard, click on "Activity Tracker," and add your miles! Your thermometer will store and show your miles.

Track your miles On your phone!

Download the NEW Donor Drive Mobile App for Together in TEAL® & connect the activity tracking with your device you use to track your miles.

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.

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 site.

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.

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. Use the Together in TEAL app to track your steps.

KARAOKE CHALLENGE: Take your pick: SING OR DONATE DOUBLE! Select your favorite 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: 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 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 COOKING CLASS: Ask your friends and family to donate to attend your in-person or 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 live stream 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: Host in person or live stream 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

More Ideas to Share!

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 in person or 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 an in-person or virtual trivia night! You could download a set of trivia questions from the internet, use an app with trivia games built-in (like House party), 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 a garage sale. Try it virtually and post your items to one of the online sites and apply your sales to your fundraising goal.

BINGO NIGHT: Host an in-person or 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 in-person or 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.

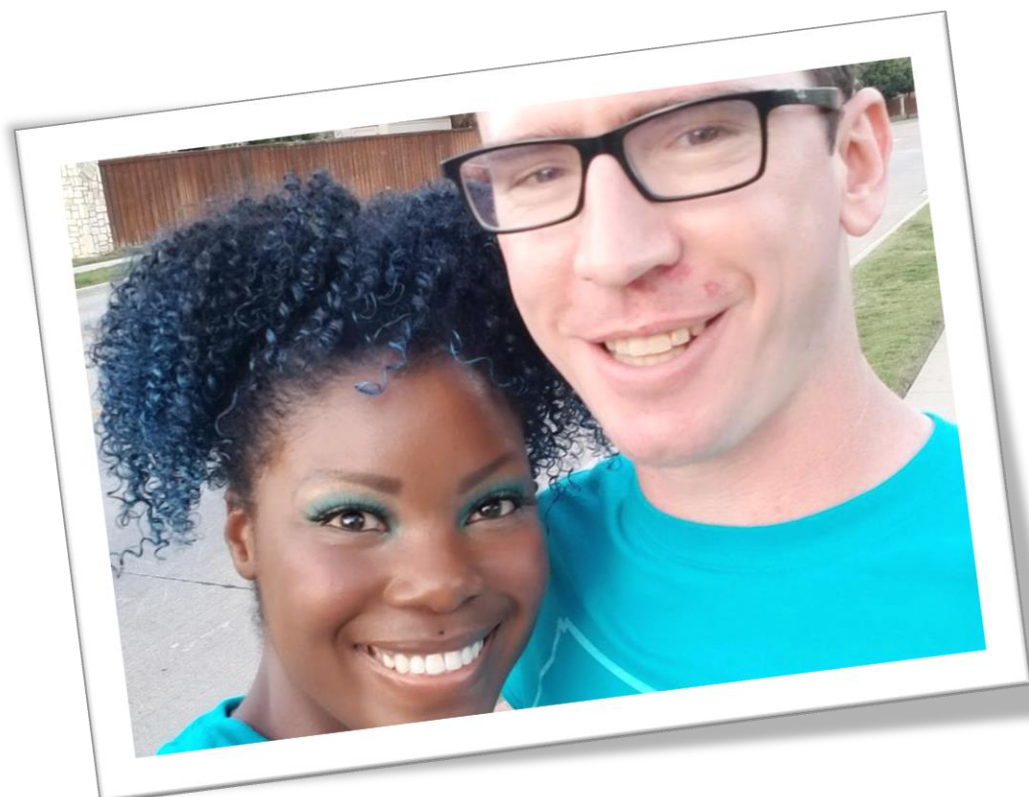
TALENT SHOW: Host a talent night where members of your team can showcase their talents. You could sing, play an instrument, read poetry, tell jokes, or perform any other talents you might have! Promote the event to your friends and family and ask them to donate to your team if they enjoyed the show.

COSTUME PARTY: See who can create the most extravagant outfit from the things they have at home. Host a party in-person or 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: Many fitness centers and personal trainers are running classes or creating workout videos to help us stay strong and active. 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.



BE A \$500 FUNDRAISING HERO

Why is fundraising so important?

Dollars raised for the NOCC support national programs and local market 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 \$250 for a chance to win!

Southwest



Individual participants will automatically receive one entry for two round-trip Southwest Airlines tickets for every \$250 raised. Raise \$1,000 and receive four entries!

There is no limit on how many entries!



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

You'll receive a commemorative 2022 **Together in TEAL** 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.





2022 INDIVIDUAL & TEAM Fundraising Rewards



The dollars you raise for this year's 2022 **Together in TEAL**® event fund programs and initiatives that support our 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 2022 **Together in TEAL**® t-shirt. *Don't stop here. More rewards are waiting for you!*



\$250

Earn a pair of 2022 **Together in TEAL**® fabulous sunglasses. You can do it!



\$500

Earn a commemorative 2022 **Together in TEAL**® multi-function scarf!



\$1,000 - VIP

Earn a special **Together in TEAL**® hat to wear and celebrate your fundraising efforts.



\$2,500

After raising \$2,500, you'll receive a **TEAL** cooler tote to enjoy on your next outing



\$5,000

Earn a soft and cuddly navy NOCC blanket when you hit the \$5000 level.

Bonus REWARD DRAWING



For Every \$250 Raised

Individual participants will automatically receive one entry for two round-trip Southwest Airlines tickets for every \$250 raised. Raise \$1,000 and receive four entries! *There is no limit on how many entries!*

TEAM FUNDRAISING REWARDS

\$5,000

Your team receives a special reserved area in **TEAM VILLAGE** on event day to gather and celebrate your fundraising accomplishments! Also included, is a team yard sign and your name on the back of the 2023 T-shirts.



\$10,000

Your team receives a tent, in the special reserved area in **TEAM VILLAGE** on event day to gather and celebrate your fundraising accomplishments! Also included, your team's t-shirts delivered to the team captain prior to event day, a team yard sign, and your name on the back of the 2023 T-shirts.



THANK YOU



2022 NOCC NATIONAL PARTNERS

NATIONAL PRESENTING PARTNER



NATIONAL PARTNERS



SCAN ME

We Are Here To Help

Iowa Together in TEAL

EVENT CONTACT INFORMATION:

Saturday, September 24, 2022

Shonna Swartz

Raccoon River Park 2500 Grand Ave

Sswartz@ovarian.org

West Des Moines, IA 50265

515-289-0871

Registration Opens: 9:00 AM CT

P.O. Box 57144, Des Moines, IA 50317

