



# Team Captain Kit

*21st Annual Gail Parkins Memorial*  
**Ovarian Cancer Walk & 5K Run**  
Saturday, September 23, 2023  
Sanderson High School  
Raleigh, NC

## Welcome Team Captain!

Thank you for taking the first step towards making our event a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

As a Team Captain, you are a powerful force in the fight against cancer. A Team Captain's job is to motivate and encourage others to join your team and promote the Ovarian Awareness Walk, whether it is with co-workers, friends, or family. Once the team is in place, the Team Captain also acts as the key liaison between their team and Melanie Parkins Bacheler, who is organizing the event.

We are delighted that you are joining us as a Team Captain for the *Gail Parkins Memorial* Ovarian Awareness Walk! Please contact Melanie Bacheler ([Melbacheler@gmail.com](mailto:Melbacheler@gmail.com)) to let her know you will be Team Captain for your company/group/family. If you reach out to Melanie, it will ensure you are included on all future communications.

**Go to [www.ovarianawareness.org](http://www.ovarianawareness.org) and set up your own personal page and set your goal!**



**Duke Cancer Institute**

This Team Captain kit will take you through the following four steps to create a successful team:

#### Step 1

##### **Set a Fundraising Goal**

Set a dollar goal for each of your team members to raise in the fight against cancer. The top 3 fundraising teams are eligible for a fundraising prize!

#### Step 2

##### **Recruit Team Members**

All you have to do is ask. Recruit your family, friends, coworkers, and neighbors to join your team. When you find new team members, ask them to invite *their* family, friends, coworkers, and neighbors. You will be surprised how quickly your team grows!

#### Step 3

##### **FUNdraise!**

Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal (use this kit for ideas and tools) and communicate often.

#### Step 4

##### **Walk, Follow Up and Celebrate!**

Walk, Run, and enjoy with your team members. You and your team are making a difference in the fight against ovarian cancer.

## **Let's get started!**

Although The *Gail Parkins Memorial Ovarian Awareness Walk & 5K Run* has sponsors who offer their support in the fight against ovarian cancer at Duke, the event is basically a pledge-based event, and reaching our fundraising goal will depend upon how successful event participants are in their effort to raise money from their friends, family, and coworkers. Set the bar high!

We encourage each team member to raise at least \$150. This is an easy goal if you follow and share a few of our fundraising tips in Step 3. If you really want to challenge your team, set the fundraising goal even higher. Remember, the money raised is going to the fight against cancer at Duke, and the more money you raise, the more aggressively we can fight it and help those who are affected by it.

### **Here are a few easy recruiting ideas!**

**Ask everyone you know** to be a team member, including friends, family, coworkers, and neighbors. Once they have registered (online at [www.ovarianawareness.org](http://www.ovarianawareness.org)), ask them to invite *their* friends, family, coworkers, and neighbors. Keep building your team until the online registration deadline before the Walk. After that date, bring the rest of your team registrations and any donations to the Walk.

**Talk about the event** and your team to everyone you meet. The more excited you are about walking in the fight against cancer, the more contagious the excitement and involvement becomes.

Ask your **supervisor** to **support** you or join your team, and then let everyone know and encourage others to do the same. Place information posters around your workspace.

**As You Build Your Team...**

Be sure you have all of the information necessary for your team members to register (online registration available at [www.ovarianawareness.org](http://www.ovarianawareness.org)).

Send weekly e-mail updates or make weekly phone calls with the latest Ovarian Awareness Walk information, fundraising ideas, and any success stories from your team members.

Encourage your team members to collect and turn in donations **BEFORE** the day of the Walk, but day of donations turned in day of the event will also be accepted.

Raise \$150 in a Week

**Day 1: \$10**

Sponsor Yourself

**Day 2: \$30**

Ask 2 Relatives for \$15

**Day 3: \$30**

Ask 3 Friends for \$10

**Day 4: \$40**

Ask 4 Co-Workers for \$10

**Day 5: \$25**

Ask 5 Neighbors for \$5

**Day 6: \$15**

Ask Your Spouse/Partner

**Day 7: \$150!**

Celebrate Your Accomplishment!

Once the Ovarian Cancer Walk day arrives, your job is almost finished!

### **Walk Day**

- Ensure your team knows where to gather at the event.
- Collect and turn in team pledges when you sign in your team at the event.
- Take a team photo before the walk.
- Celebrate with your team as you walk because you are all making a difference!

### **Follow Up**

- Collect and turn in outstanding pledges.
- Share a photo with your family and team members to highlight and enjoy your success.
- Send a personal thank you note to every team member.
- Plan a post-walk event – picnic, party, breakfast – to share results, thank everyone, and encourage future participation.

# Facts and information to share with your future team members and sponsors:

## ***About the Gail Parkins Memorial Ovarian Awareness Walk & 5K Run***

The ***Ovarian Awareness Walk*** is in its 21st year and all proceeds support ovarian cancer research and clinical trials at the Duke Cancer Institute.

Since its inception in 2003, the ***Ovarian Cancer Walk*** has raised more than \$4.5 million dollars! But we are just beginning!

## ***Where does the money go?***

Funds raised by the Ovarian Awareness Event activities are used to support ovarian cancer research at Duke University Medical Center. The main focus of the Gynecologic Oncology laboratory research group is molecular studies that aim to elucidate the etiology of ovarian cancer. Researchers believe that this fundamental knowledge is needed to facilitate advances in early diagnosis, treatment, and prevention of ovarian cancer. The Division of Gynecologic Oncology has numerous active clinical trials that address new approaches to ovarian cancer treatment.

Funds raised by the Ovarian Awareness Event have been used to buy much needed equipment in the laboratory as well as to provide start up money for a new faculty member (Susan Murphy, Ph.D.), who was recruited in 2003. Dr. Murphy is a molecular biologist examining the role of "imprinted" genes in the development of ovarian cancer. The initial funding provided by the Ovarian Awareness Event has allowed her to initiate this work and she subsequently received 4 other grants from external funding agencies in 2004. The funds raised by the Ovarian Awareness Event will continue to fuel growth of the Gyn Oncology Program in the future as they work towards decreasing ovarian cancer mortality.

# ***Sample fundraising letter #1***

Dear \_\_\_\_\_,

I am writing to tell you about an important event in which I am participating. This September, I will be walking in the ***Gail Parkins Memorial Ovarian Cancer Walk & 5K Run*** to help raise money for the fight against ovarian cancer, and I have decided to form a team (team name). Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

**When:** *Saturday, September 23, 2023*

**Where:** *Sanderson High School, Raleigh, NC*

**How:** Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! My goal is for each team member to raise \$150!

Everyone is welcome, so please invite a friend or two. Proceeds from the Ovarian Awareness Walk are used to support ovarian cancer research and clinical trials at the Duke Cancer Institute that will help provide new and more effective treatments for the thousands of ovarian cancer patients. For more information, visit [www.ovarianawareness.org](http://www.ovarianawareness.org) or contact me at *insert number*.

Thank you for joining my team!

## ***Sample fundraising letter #2***

Dear \_\_\_\_\_,

This fall, I am walking with my team (team name) in the ***Gail Parkins Memorial Ovarian Awareness Walk & 5K Run*** to help raise money for the fight against ovarian cancer. Proceeds from the Walk are used to support ovarian cancer research and clinical trials at the Duke Cancer Institute that will help provide new and more effective treatments for the thousands of ovarian cancer patients.

Cancer is second only to heart disease as the leading cause of death in the United States. Over 25,000 new cases of ovarian cancer are diagnosed every year. This year alone, the American Cancer Society predicts there to be 16,200 deaths due to ovarian cancer. Clearly, more research is needed to fight this disease.

I have committed to raising \$\_\_\_\_\_, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the Duke Cancer Institute. Please know your generosity is greatly appreciated.

Checks should be made payable to the Duke Ovarian Fund. All donations for the ***Gail Parkins Memorial Ovarian Cancer Walk & 5K Run*** are tax deductible as charitable contributions.

Please send contributions to: *Team Member name and address, who will then forward them on to the Duke Comprehensive Cancer Center* or go online to [www.ovarianawareness.org](http://www.ovarianawareness.org) to donate online. Be sure to note our team.

Thank you in advance for your support.

# ***Sample fundraising email #1***

**To:** [myfriends@email.com](mailto:myfriends@email.com); [myfamily@email.com](mailto:myfamily@email.com); [mycoworkers@email.com](mailto:mycoworkers@email.com)

**Subject:** Join my Ovarian Cancer Walk Team!

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## **Please Walk with Me!**

Hi Family/Friend/Co-Worker,

I am sending this e-mail to tell you about an important event in which I am participating. This fall, I will be walking in the ***Gail Parkins Memorial Ovarian Awareness Walk & 5K Run*** to help raise money for the fight against ovarian cancer, and I have decided to form a team (team name). All proceeds raised will go toward cancer research at the Duke Cancer Institute that will help provide new and more effective treatments for the thousands of ovarian cancer patients.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

### **Here are the details:**

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Everyone is welcome, so please invite a friend or two. For more information, visit [www.ovarianawareness.org](http://www.ovarianawareness.org) or contact me at *insert your information*.

Thank you for joining my team!

**Sample fundraising email #2**

**To:** EveryoneIKnow@email.com

**Subject:** Help me make a difference in the fight against ovarian cancer

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**Today I am determined to make a difference...**

I am walking with my team, *insert team name*, in the **Gail Parkins Memorial Ovarian Cancer Walk & 5K Run** this September to support ovarian cancer research at the Duke Cancer Institute. All proceeds raised will go toward ovarian cancer research that will help provide new and more effective treatments for the thousands of ovarian cancer patients.

Cancer is second only to heart disease as the leading cause of death in the United States. Over 25,000 new cases of ovarian cancer are diagnosed every year. This year alone, the American Cancer Society predicts there to be 16,200 deaths due to ovarian cancer.

Clearly, more research is needed to find new and more effective ways to fight this disease. I have committed to raising \$\_\_\_\_\_, and I cannot do it without the help of people like you.

Please feel free to send your contributions to (*team member name and address*). I will then forward contributions to the Duke Cancer Institute.

Please make checks payable to Duke Ovarian Fund. Contributions raised through the **Gail Parkins Memorial Ovarian Cancer Walk** are tax deductible as a charitable contribution.

Thank you in advance for your generosity!

# Sponsor Sheet

Name of Participant: \_\_\_\_\_ Company Team: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Team Captain: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Please make checks payable to Duke Ovarian Fund*

Donor name	Amount	Check	Cash	Donor name	Amount	Check	Cash
1				16			
2				17			
3				18			
4				19			
5				20			
6				21			
7				22			
8				23			
9				24			
10				25			
11				26			
12				27			
13				28			
14				29			
15				30			