



VIRTUAL MILES FOR MELANOMA
 2021 Welcome Packet

Hello!

Thank you for registering your dedicated team to join us this season!

We look forward to having you and your team join us as we raise funds to increase *research, education* and *advocacy* for the melanoma community. A Team Captain is an integral part of not only the Miles for Melanoma community but the overall mission of the Melanoma Research Foundation.

This year, we will be adhering to social distancing guidelines and moving many of our events virtual. With your amazing support, we can exceed our **goal of \$1 million for the 2021 Miles for Melanoma season** and make a life-changing impact in our local community.

This Team Captain Welcome Packet is a resource to help you create and manage a successful team, in order to make the most impact. It will help you recruit team members and lead them in their fund-raising efforts.

As the captain of a team, you will be the primary point of contact for your team members. It is your job to create the team, invite people to join and keep members motivated, inspired and informed of the team's progress. You will be responsible for making sure that every member is registered and ready to help your team raise funds.

As a Miles for Melanoma Team Captain, your role is to...



5 Ways to Raise \$500 & Help Reach Your Goal

1. Self-Donate

What better way to start your fundraising than to show support for your team? Donate \$25 to get started and ask 3 friends to do the same. Be sure to use your Participant Center to send emails so you can track who donated. You are already at \$100!

2. Fitness for Fundraising

Health is on everyone's mind, so rally your "work from home" co-workers and ask them to contribute \$5 for every fitness challenge you complete. If you rally at least 20 colleagues, you are already halfway to your goal at \$200.

3. Fundraise from your Feed

We all love to support our friends and family, so create a Facebook fundraiser and ask for your friends to support your efforts by donating to a cause that is important to you! If just 5 of your friends donate \$25 each, you are up to \$325!

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4. Get Social

What better way to share your passion for the MRF and excitement about participating in Miles for Melanoma than sharing it with your social community? Create a competition among friends to see who could help you raise \$100 in 10 hours: offer a small gift (a gift card to support somewhere local) to the person who puts you over the top... then invite them to join your team! Remember to tag us @Melanoma.Research.Foundation...by the way, you are at \$425!

5. Closet Clean Out

You know the items in your closet that you haven't worn in over a year? Well, odds are your friends and family have a few items as well. Donate your clothing and invite your friends/family to make a \$5 donation for every item you give away. Say goodbye to 10 items and easily gain \$50!

Tag Us & Share Your Story!

Tag the MRF on social media by using the following handles:

Facebook: **@Melanoma.Research.Foundation**

Twitter: **@curemelanoma**

Instagram: **@curemelanoma**

LinkedIn: **Melanoma Research Foundation**

YouTube: **Cure Melanoma**

Use the following #hashtags in any Miles for Melanoma posts:

#MilesforMelanoma

#CureMelanoma

#GetNaked

#MRFAdvocate

#MilesforMelanomaAtlanta (insert your city!)

Share your story in the caption using these prompts:

I have been attending Miles for Melanoma for...

My team's name is...

I walk for...

My favorite thing about Miles for Melanoma is...

Thank You for supporting Miles for Melanoma 2021!



If you have any questions about the 2021 Miles for Melanoma events, please contact:



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