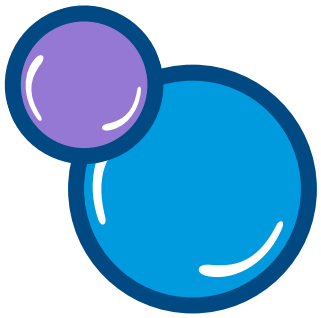
TEAM CAPTAIN TOOLKIT

MILES FOR MELANOMA
Melanoma Research Foundation

THANK YOU FOR REGISTERING YOUR TEAM TO JOIN US THIS SEASON!



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 fundraising 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.

THE ROLE OF A TEAM CAPTAIN

Raise Funds

Inform your team about the importance of fundraising. Remind them that all fundraising dollars raised by participants support the MRF's mission to cure melanoma.

Educate

Provide your team members with the background on the Miles for Melanoma event and the mission of the MRF.

Miles for Melanoma is a nationwide series of 5K run/walks that allows participants to support and raise funds for the MRF by coming together in their community alongside fellow melanoma patients, survivors, caregivers and supporters.

The MRF's mission is to eradicate melanoma by accelerating medical **RESEARCH** while **EDUCATING** and **ADVOCATING** for the melanoma community.

Set Goals

Come up with a fundraising goal as a team! Try to increase your goal from last year or, if this is your first year, aim for an attainable team goal of $500. Encourage each team member to set their own individual goals and share the tools from our event Participant Center or this guide to help them succeed.

Organize

A team captain should keep track of each team member's progress and offer suggestions as to various ways for their team members to reach their goals.

Have Fun

Create an activity that brings your team closer and generates ideas to land in the Top Five! The possibilities are endless: host a happy hour, partner with a local restaurant for a giveback night or host a family game night, bake sale, crafting day or a virtual event.

FOUR WAYS TO FUNDRAISE

1 Self-Donation

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

2 Fitness and Fundraising

Health is on everyone's mind, so rally your co-workers and ask them to contribute $5 for every fitness challenge you complete. Look into partnering with local fitness studios in your community to host a giveback night. It's an easy and healthy way to help you reach your goal.

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!

4 Get Competitive

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 on social media!!

HOW YOU CAN MAKE AN IMPACT!

Promote and Advertise Your Event

Hand out Miles for Melanoma 5K event save the date postcards to local business or fitness centers in your community. Email milesformelanoma@melanoma.org to place an order to help promote a 5K near you.

Host Your Own Fundraiser

Get creative and host your own event!

EXAMPLE: Fundraiser hosted by Team Erin's Avengers.

Team Erin's Avengers hosts an annual Bingo Night in support of our Philadelphia Miles for Melanoma 5K event. This event raises funds for and helps Team Captain Erin McCaffery reach her team goal.

Partner With Local Businesses

EXAMPLE: Panera Fundraising Night.

The Atlanta Miles for Melanoma 5K community hosted a fundraising giveback night at Panera! Supporters participated by dining in, ordering online or using the Panera app with a designated code, with 20% of each qualifying purchase donated back to the MRF and the Atlanta Miles for Melanoma 5K.

Connect with local restaurants or popular chains in your area and ask them to partner with you in supporting your team and community fundraising event.

Donation Match

Does your employer like to give back?
Ask your company to match your individual donation or team donations. Check to see if your company will match your donations through Double the Donation.

Join Your Local Committee

Email Development Manager Nicole Papathanassiou at npapathanassiou@melanoma.org to join or start a Miles for Melanoma committee for your local event.

Committee membership entails monthly meetings leading up to the event (three in total), helping to secure in-kind donations, outreach to new sponsors, implementing new local fundraisers in the community and/or volunteering on the event day.

TAKE ADVANTAGE OF YOUR PARTICIPANT CENTER!

Share Your Story

Who do you walk for? Let us know why you are participating and who inspired you to form your team.

Log into your Participant Center and scroll down and click the "**team**" tab.

Under your team page click the "**update page title/text**." This is where you can share your melanoma story with your local community.

Add a Team Picture

You can use a picture from a previous Miles event, a family photo or a picture that brings back a happy memory.

Click here to access our 2025 event photos.

Click the button "**Update Media**" to add a photo and make your team page more recognizable.

Create a Shorthand URL

Creating a shorthand URL allows you to easily share the link to your fundraising page.

Get creative with the link and make sure to incorporate your name and event year so people in your community can easily access the event page.

Go to the "**Customize the URL of your personal page**" section and click the button "**URL Settings**" to make yourself a shorter URL.

http://join.melanoma.org/goto/TeamMRF2026

CORPORATE TEAM INVOLVEMENT!

As a corporate team YOU have the opportunity to help the MRF achieve our mission, build your community and promote teamwork within your organization.

Teamwork

Miles for Melanoma is a great way to build team spirit and promote team bonding.

Building Relationships

Participating in a Walk sends a strong signal that you and your team members care about your community.

Family Friendly

Miles for Melanoma is a family-friendly event, where we come together for a healthy activity to support a cause we are all passionate about. Invite your family, friends, neighbors and community to join you and your employer on event day.

WHAT YOU CAN DO AS A CORPORATE TEAM CAPTAIN

Recruit

Your main job as a team captain is to recruit team members to raise funds for the MRF mission and Miles for Melanoma 5K program.

Think about all of the different divisions, departments and areas of the company you can recruit from.

Assign a co-captain to help you recruit and rally team members. You are allowed up to two captains per team. Email milesformelanoma@melanoma.org and a staff member can help add a second team captain to your team.

Ask the CEO or another high-level executive who is passionate about finding a cure to melanoma to draft an all-company message, challenging them to build their teams and register.

Plan an internal kickoff to sign up walkers and get them excited. Ask a few passionate team members to share their connection to melanoma.

Ask for time to talk about the Miles for Melanoma 5K Walk on department meeting agendas, and for any all-company meetings. Email the milesformelanoma@melanoma.org team and ask for resources to share.

Fundraising

Create excitement! Think about meaningful ways to recognize awesome fundraising, like the top individual fundraiser or top fundraising team.

Think about making a company team t-shirt or hosting an in-office fundraiser such as a coin collection jar in the break room or sell raffle tickets for a chance to win fun prizes.

Incentives you could offer could include free lunch, office swag items, gift cards or even an extra day off!

OUR BRAND IN ACTION

Get creative and show off your team spirit!

Take a look at the Miles for Melanoma logo and incorporate it into your custom swag. We're excited to see how you bring it to life!

MILES FOR MELANOMA
Melanoma Research Foundation

The individual elements of our icon — working and moving as one — represent the forward momentum generated when a community unites behind a common goal. The strands emanating from the symbol's core radiate outward and establish the Melanoma Research Foundation (MRF) as a beacon of hope and progress. The three colors of the icon highlight the MRF's main areas of focus: Education, Advocacy and Research.

- **Education**
- **Advocacy**
- **Research**

From t-shirts to swag, include our logo and make your team stand out at the 5K while spreading awareness and support for the melanoma community.

Let's make your team the talk of the track!

LET'S GET SOCIAL!

Tag Us and Get Social

facebook.com/Melanoma.Research.Foundation

X.com/CureMelanoma

instagram.com/CureMelanoma

tiktok.com/@curemelanoma

linkedin.com/company/259657

youtube.com/CureMelanoma

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

#MilesforMelanoma

#CureMelanoma

#GetNaked

#MRFAdvocate

#MFMAtlanta
(insert your city!)

Walk Day

Tag us on your Instagram and Facebook story so we can re-share your post.

After the Walk

Share a re-cap with your followers! Let them know how much you and the community raised.

All event day photos can be found on the MRF's Facebook page.

THANK YOU!

Thank You for Being a 2026 Team Captain!

Please contact Development Manager Nicole Papathanassiou if you have any questions.

npapathanassiou@melanoma.org

202.505.0353