



TEAM CAPTAIN TOOLKIT

Teal REVOLUTION

Teal Revolution is an opportunity for everyone who supports women and families living with ovarian cancer to gather, walk, celebrate and raise funds - all to revolutionize the ovarian cancer experience.





THE WHY

It will take a REVOLUTION to change life with ovarian cancer. That's why we're joining forces with others in the ovarian cancer community, including Teal organizations from around the country, to gather, walk, raise funds and make a lasting difference for women and families everywhere who are living with ovarian cancer.

THE WHAT

Teal Revolution is a fundraising and friend-raising opportunity culminating in a celebratory walk on May 22nd for women diagnosed with ovarian cancer (OC), their supporters and their loved ones.

Teal Revolution participants in San Diego will walk in Liberty Station on Sunday, May 22nd. Participants outside of San Diego can walk wherever they are on May 22nd and join the celebration virtually.

Other OC organizations are invited to participate in Teal Revolution, joining the Clarity community to become a national OC community, creating a strong connection for women and their caregivers to learn about programs and services.

Together we can raise critical funds to support programs and services across organizations doing critical work in the OC community nationwide.

Dear Teal Revolution Team Captain,

Welcome to Teal Revolution 2022! We are so happy to have you as a Team Captain and we're so grateful for your commitment to making a difference for women and families living with ovarian cancer.

It's easy to get started.

1. Go to the Teal Revolution 2022 webpage by clicking [HERE](#)
2. Click Join The Revolution and follow the steps to walk through the process to Create A Team

Items you'll need to register:

- A team name to register. (Don't worry - You can always change it later if you find one you like better.)
- A photo. (You can add a photo later too.)
- Your fundraising goal
- A list of co-workers, friends and family to invite to your team

3. Once your page is ready, you can send the link to all your potential team members.

TIP: Teal Revolution is both a live and virtual event so your team members can be near or far. The more, the merrier.

Once your team is created, you'll receive weekly fundraising ideas and inspiration to help make this a successful and fun event for everyone. **We've also provided email templates below to help you get started, whether you're a returning team captain or starting your first team.**

Questions? Happy to help. Send us an [email](#) and we'll respond within 24 hours.

Thank you!

Your Clarity Team

Robert, Lorena and Suzie

Email Templates For New Teams

Recruit new teammates

Why: Recruit Team Members for your fundraising team

Who: Your friends, family, co-workers and anyone you believe could be a supportive team member

When: Now through May 22nd

Dear (Name)

I'm excited to let you know that I've taken on the challenge of starting a team for Clarity's Teal Revolution 2022!

Who is Clarity and what's The Teal Revolution?

Clarity is a non-profit organization which strives to improve the survival and quality of life of women with ovarian cancer through personalized education and counseling from ovarian cancer experts. Teal Revolution is Clarity's fundraising and friend-raising opportunity culminating in a celebratory walk on May 22nd for women diagnosed with ovarian cancer (OC), their supporters and their loved ones.

From now through May 22nd, 2022, our team (Team Name) will be working together to raise funds in support of this mission. Then on May 22nd, we'll gather (in San Diego or wherever you are) to celebrate with a walk and other festivities.

(Name), I hope you'll join our team and help us reach our goal of raising (fundraising goal) this year. This is your chance to share why you are joining Teal Revolution to change the ovarian cancer experience.

Get started - It's simple:

1. Go to the Teal Revolution webpage by clicking [HERE](#)
2. Click "Choose A Team" and find our Team (Team Name) and follow the steps to walk through the process
3. Set your fundraising goal, personalize your page and include a photo. (Don't worry - You can add a photo later too.)

(Name) I know that together, we can help Clarity and the many women and families who are living with ovarian cancer.

Thanks so much!

(Team Captain Name)
For Returning Teams

Recruitment for prior teammates

Why: Retain your team members year to year

Who: Anyone who has been on your team in the past

When: Now through May 22nd

Dear (Name)

It's that time again! Time to start the Revolution – that is Teal Revolution 2022!

This year, on May 22nd, 2022, our team will be out in force to gather in Liberty Station, San Diego, celebrate, walk and raise funds for Clarity's critical work. Clarity's personalized education and counseling services makes a lasting difference in the lives of women and families everywhere who are living with ovarian cancer so we need to be out in force.

Our team [TEAM NAME] is setting a goal of raising [\$XX,XXX] and recruiting XX walkers this year. This is your chance to share your story of why you are joining Teal Revolution and changing the ovarian cancer experience.

We need you! Please join us again this year!

Get started - It's simple:

1. Go to the Teal Revolution webpage by clicking [HERE](#)
2. Click "Choose A Team" and find our Team (Team Name) and follow the steps to walk through the process of registering for the event
3. Set your fundraising goal, personalize your page and include a photo. (Don't worry - You can add a photo later too.)

(Name) I truly hope you will join us again this year. I know that together, we can help Clarity and the many women and families who are living with ovarian cancer.

Thanks so much!

(Team Captain Name)

FUNDRAISING PLAN FOR YOU AND YOUR TEAMMATES

1. Make Your List

Who are your biggest cheerleaders among your family, friends, and fans? Those are your most likely donors to Teal Revolution! List out their phone numbers, emails and their active social media platforms. Don't leave anyone off your list. You may not know that someone has been impacted by ovarian cancer and will want to support Teal Revolution.

2. Craft Your Ask

Decide how you will ask others to donate. Write your email, phone script, social media post or text. You can use the templates below. Really surprise and delight your family and friends with a handwritten letter - it will make an amazing impression!

3. Share Your Story

Your supporters will give because it's YOU that's asking! Personalize your fundraising page with your story, why you're helping and photos. Let everyone know how you got involved, what inspires you about Clarity's work and why NOW is the time to donate. Videos are a great way to personalize your page with your story.

4. Make A Plan

Create a fundraising action plan that includes dates to send each requests, the number of requests, and reminders to follow up. Tracking your success will help you stay motivated to reach your fundraising goal. Share your progress with people when you reach out to them.

5. Set Your Bar High with The First Gift

Make the first gift! Fundraising is all about leadership so do what you want others to do. Make your gift one you're proud of. Your donors will look to your gift as a benchmark of where to begin.

6. Ask Everyone Everywhere!

Now you're ready to go! Reach out to your network and share your fundraising page. Share your page on social media often so people are reminded to give.

7. 3Rs: Remind, Recognize (Thank) and Repeat

You'll get some "Yeses", some "Maybes" and some "Nos". Don't get discouraged when someone says no. Track all responses, follow up with thanks or pleasant and consistent reminders.

8. Celebrate Successes

Every dollar you raise is important and makes a difference. Feel good about every single gift you receive. No gift is too small. Encourage people to participate at whatever level they can.

CONTACT INFO

Your Teal Revolution Contact

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