



BUZZ OFF

FOR KIDS WITH CANCER

Heads Shaved. Money Raised. Lives Changed.



2015 BUZZ OFF TEAM CAPTAIN'S TOOLKIT

LEADING YOUR TEAM TO
FUNDRAISING SUCCESS!





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TEAM CAPTAIN'S TOOLKIT

Thank you for being a Buzz Off Team Captain. Serving as a Team Captain and rallying your team is an important job and a great experience.

We are counting on you to reach your personal goal and to motivate and encourage your teammates to reach theirs as well. This guide contains helpful information to help you set up, recruit and motivate your team.

Also, be sure to check out the [Fundraising Guide](#) which has all of the info to help you and your team fundraise.

FORM A TEAM TODAY

to "Buzz it off" for pediatric cancer patients and their families!

CONTENT:

- Buzz Off Teams
- Register
- Recruit
- Motivate
- Fundraising Guide and Promotional Tools
- FAQ's

"A leader is one who knows the way, goes the way, and shows the way."

— John C. Maxwell



One Mission is charitable foundation that is qualified under Section 501(c)(3) of the Internal Revenue Code as a tax-exempt public charity. Donations are tax-deductible to the full extent of the law.

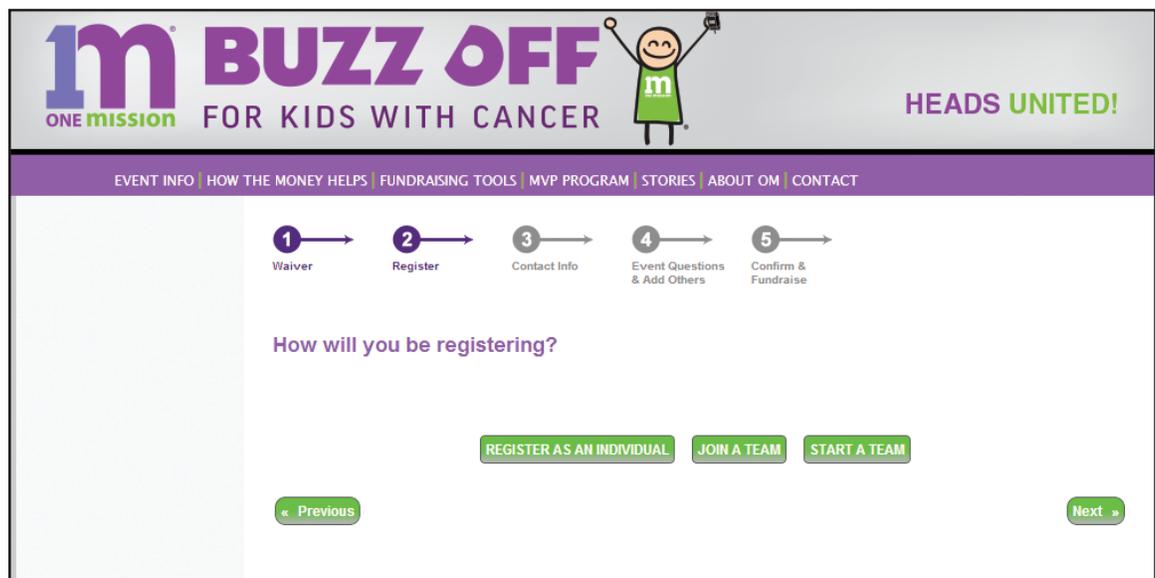


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REGISTER A TEAM:

Register online to create your team

- Go to **buzzforkids.org**
- Click "**Register**" and follow the prompts to "**Start a Team.**"
- There is a non-refundable \$35 registration fee for adults, \$25 registration fee for kids (12 and younger).
- Click on "**Start a Team.**"
- Create a team name and fundraising goal
- Complete the registration form.



The screenshot shows the Buzz Off website header with the logo and a cartoon character. Below the header is a navigation bar with links: EVENT INFO, HOW THE MONEY HELPS, FUNDRAISING TOOLS, MVP PROGRAM, STORIES, ABOUT OM, CONTACT. A progress bar shows five steps: 1. Waiver, 2. Register, 3. Contact Info, 4. Event Questions & Add Others, 5. Confirm & Fundraise. The 'Register' step is highlighted. Below the progress bar is the question 'How will you be registering?' with three buttons: REGISTER AS AN INDIVIDUAL, JOIN A TEAM, and START A TEAM. There are also 'Previous' and 'Next' navigation buttons.

How will you be registering?

REGISTER AS AN INDIVIDUAL JOIN A TEAM START A TEAM

CREATE YOUR TEAM & REGISTER YOURSELF:

* Please select your registrant type.

Registrant Type	Fee	Required Fundraising Minimum
<input checked="" type="checkbox"/> Adult (13+)		\$300 per person
<input type="checkbox"/> Child (12 & under)	\$25.00	\$150 per person

* Team Name * Denotes required information.

Organization Affiliation (if applicable)

* Team Fundraising Goal

\$0.00



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CUSTOMIZE YOUR TEAM PAGE

Make it personal! Be sure to customize your Team's Fundraising page with pictures and explain the reasons why your team is participating in the Buzz Off. Donors can choose to make a donation to an individual team member or to the overall team.

Note: If donors make a donation to the overall team, the donation will be split evenly and added to each team member's total.

MOTIVATE YOUR TEAM

Motivating your team is one of your most important roles as a Team Captain. All team members participating in a One Mission event at Globe Life Park or Gillette Stadium are responsible for collecting the \$300 fundraising minimum (\$150 for children age 12 and younger). Here are some ideas to help motivate your team and reach your fundraising goals:

- **Check in with them on a regular basis** – ask them how they are doing with their fundraising and if there is anything that you can do to help
- **Share a Team Fundraising update** – everyone's efforts are an important part of reaching the goal – let your team know where you are towards reaching that goal
- **Post messages** to team members on the Message Board through your fundraising page
- **Remind** them that what they are doing is a BIG deal and that their efforts are helping kids beat cancer. Utilize the [Why it matters](#) in the [Fundraising Guide](#)
- **Host a Team Fundraiser** to build comradery. You can find [creative ideas](#) here. Team members will be able to get to know one another, share their stories and help one another to raise money.
- **Follow up, encourage, and thank them!**



“Challenge yourself and your team members to raise as much money as possible. Don't stop when you've reached your goal. The generosity of others may surprise you.”

– Amy, Buzzee and Team Captain





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FUNDRAISING GUIDE AND PROMOTIONAL TOOLS

The following are some tools that can help you promote you team's participation in the Buzz Off

[Fundraising Guide](#)

Promotional Flyers

Print this flyer and hand out within the community to promote your team's participation in the Buzz Off.

- [Buzz Off Flyer Globe Life Park \(Team\)](#)
- [Buzz Off Flyer Gillette Stadium \(Team\)](#)

Press Release

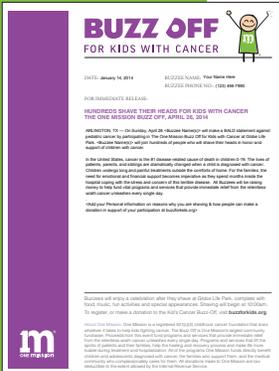
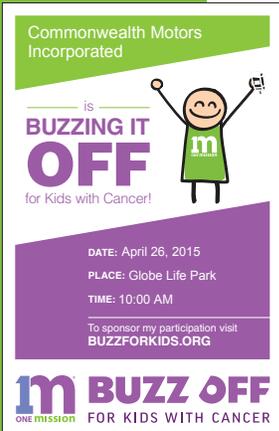
Send a press release to your local newspaper and get your community involved. Download and customize the press release template to explain why you are shaving and how people can support your team's efforts/join your team. Visit the websites of your local media (TV, newspapers & magazine) to see who should receive the press release information.

- [Press Release Globe Life Park](#)
- [Press Release Gillette Stadium](#)

Banners

Download these banners and have them printed at your local office supply store to help support any fundraising event you may be running to benefit the Buzz Off.

- [Banner – 4 Feet Wide x 2.5 Feet Tall](#)
- [Banner – 6 Feet Wide x 2.5 Feet Tall](#)





2015 BUZZ OFF TEAM CAPTAIN'S TOOLKIT

FREQUENTLY ASKED TEAM QUESTIONS

Why should I form a team?

Teams are a great way to show unity and make fundraising and shaving more fun. Teams may be formed in honor or memory of a friend or loved one, or to represent a company, organization, group or family.

Is participating on a team mandatory?

No. You can shave individually or with a team. Teams are formed as a means to have support in fundraising and on shave day.

Does each member of my team have to raise the fundraising minimum?

Each team member who is participating in a One Mission event at Globe Life Park or Gillette Stadium is responsible for raising the fundraising minimum of \$300 (\$150 for children age 12 and younger) by 10/01/15. If the fundraising minimum has not been reached by Oct. 1, 2015, the credit card used at the time of registration will be charged in the remaining balance.

If we set a high Team Fundraising Goal are we held to it?

No. The Team Fundraising Goal is a tool to motivate your team and supporters. We encourage you to establish an aggressive goal and hope that as a team you can achieve this goal together.

What are my responsibilities as Team Captain?

The main role of team captain is to recruit team members and encourage fundraising efforts. In addition, you will customize your teams Web page, communicate important information to your members, and serve as a general resource for them.

Is there a limit to how many people can be on a team?

No. Teams can be as few as two people or as many as you can recruit!

Can general team donations be split among team members?

Yes! When donors choose to make a donation to the overall team, the amount will be split evenly and added to each team member's total.

Will my team be able to shave together at the same time the day of the event?

We will make every attempt possible to ensure Team members have the opportunity to shave together. However, on occasion there will be extenuating circumstances where this will not be possible. The day of the event, it will be important for the Team Captain to set a designated meeting spot and for Team members to check-in at the same time.

Can I register a group or family at the same time?

Each participant must be individually registered for fundraising reasons. You will be able to register multiple participants during the registration process by "Adding Others". You will need to complete the registration form for each person. Your credit card will be charged the appropriate registration fee for each person you register.

Please don't hesitate to contact the One Mission office at (508) 628-9090 with any questions!

