



# SAN GABRIEL VALLEY MARATHON PROGRAM

## GETTING STARTED

Pre-Training & Fundraising Guide

### Spring 2010 Events

Carlsbad Half Marathon  
Carlsbad, CA – January 24th, 2010

Rock 'n' Roll Mardi Gras Marathon  
New Orleans, LA – February 28th, 2010

LA Marathon  
Los Angeles, CA – March 21st, 2010

**LA Chapter Office Mailing Info:**  
The Leukemia and Lymphoma Society  
TEAM IN TRAINING  
6033 West Century Blvd, Suite 300  
Los Angeles, CA 90045  
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# Getting Started Packet

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## Team Contact List Spring Season 2009-2010

TEAM POSITION	NAME	PHONE #	EMAIL
Run Coach	Kiley Akers	818.790.9335	akersk42@yahoo.com
Walk Coach	Pete Selak	(626) 833-0700	pfs2@hotmail.com
Assistant Coach	Ryan Lim	(626) 758-0725	ryanglim@gmail.com
Team Captain	Gail Scheuer	626.589.2759	gscheuer@brighton.com
Fundraising Capt.	Jummy Bullock	(410) 908-5869	jummyb@gmail.com
Mission Captain	Sheila Hammer	559.362.2989	Gzus_frk_00@hotmail.com
Web Captain	Rose Buss	(818) 726-9110	Rose4tnt@aol.com
Mentor	Joshua Hammer	818.531.5435	joshuahammer@fuller.edu
Mentor	Megan Schowengerdt	(818) 590-8309	meganschowengerdt@yahoo.com
Mentor	Maureen Aller	323.806.2774	Maureen.aller@gmail.com
Mentor	Robert Headden	626.827.7934	Baseballguy205@hotmail.com
Mentor	Annette Medrano	562.822.0649	annettedrano@gmail.com
Honored Teammate	Virginia Garner	909.519.2630	vgarner@doglover.com
Campaign Manager	Kristine Reed	310.846.4738	Kristine.Reed@lls.org

If you have questions about practice location, what to bring to training, how to send in donations, or other general concerns, contact you **MENTOR**.

If you have questions about the training schedule, injuries, or any other run/walk concerns, contact your **COACH** or **ASSISTANT COACH**.

If you have questions about your personal Web site, or the Team Web site, contact your **WEB CAPTAIN**.

For everything else, contact your **CAMPAIGN MANAGER**.

# GREATER L.A. – Spring 2010

## IMPORTANT DATES, DEADLINES & INCENTIVES

Carlsbad ½ Marathon \$2,200 January 24, 2010

**Recommitment Forms Deadline:** December 8, 2009  
**Matching Gifts Soft Credit Deadline (Up to 25%):** December 23, 2009  
**REMINDER: Send checks to Paycor to post before Final Funds:** December 23, 2009  
**Final Funds Deadline:** January 7, 2010

Travel: Saturday, January 23 – Monday, January 25 (2 nights)

*Fundraising Reimbursement Deadline* February 24, 2010

Mardi Gras Rock 'n' Roll ½ & Full Marathon \$3,800 February 28, 2010

**Recommitment Forms Deadline:** December 15, 2009  
**Matching Gifts Soft Credit Deadline (Up to 25%):** January 28, 2010  
**REMINDER: Send checks to Paycor to post before Final Funds:** January 28, 2010  
**Final Funds Deadline:** February 11, 2010

Travel: Friday, February 26 – Monday, March 1 (3 nights)

*Fundraising Reimbursement Deadline* March 28, 2010

LA Marathon \$2,400 March 21, 2010

**Recommitment Forms Deadline:** January 19, 2010  
**Matching Gifts Soft Credit Deadline (Up to 25%):** February 18, 2010  
**REMINDER: Send checks to Paycor to post before Final Funds:** February 18, 2010  
**Final Funds Deadline:** March 4, 2010

Travel: Saturday, March 20 – Monday, March 22 (2 nights)

*Fundraising Reimbursement Deadline* April 21, 2010

### FUNDRAISING INCENTIVES

(Minimum dollar amount must be posted in Paycor by deadline to qualify)

#### SPECIAL LETTER WRITING INCENTIVE:

LLS will pay the postage for up to 100 letters if written and turned in by November 7, 2009 or 2 weeks from sign up!

#### WEBSITE INCENTIVE:

Raise \$250 in online donations by November 7, 2009 or two weeks from sign up and you will receive a TNT magnetic bumper sticker!

#### TEAM IN TRAINING T-SHIRT

Have \$1,000 in donations posted in Paycor by the 6<sup>th</sup> week of the season to earn a Team In Training T-Shirt!

All Teams	\$1,000	December 5, 2009
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#### TNT – GO TEAM! TRAINING SOCKS or TOWEL (for Tri)

Have only \$600 left to raise in Paycor 4 weeks before Final Funds to earn Team In Training Socks or Towel (for Tri)!

Carlsbad ½ Marathon	\$1,600	December 10, 2009
Mardi Gras Rock 'n' Roll ½ & Full Marathon	\$3,200	January 14, 2010
LA Marathon	\$1,800	February 4, 2010

#### TNT BLACK SPORTS DUFFLE BAG & WATER BOTTLE

*Earn a Team In Training **Duffle Bag** when you raise \$1,000 over the event fundraising minimum by Final Funds!*

**Final Fundraising Incentive** - All participants who meet or exceed their fundraising minimum by the final funds deadline will receive: Transportation (if designated) & event weekend hotel accommodations, race entry, TNT race day tank-top or t-shirt, ground transportation for event related activities and one TNT inspiration & victory party celebration ticket.

# 2 Successful Ways to Fundraise (and earn fantastic freebies, too!)

## Letter Campaign



### EARN FREE POSTAGE!

To help you get started on your fundraising we'll pay the postage on the first 100 LETTERS mailed out in your fundraising campaign if turned in to your campaign manager by Sunday, **November 8, 2009**.

*Here's how to earn free postage:*

1. Letters must be in an envelope, sealed, addressed to sender and include your return address.
2. Envelopes should be no larger than standard business size and postage. should cost no more than \$0.44 cents.
3. Letters should be hand delivered (all at one time) to a GROUP TRAINING SESSION
4. Please have letters bundled with a rubber band and clearly marked with your name and event.
5. Incentive is for outbound mailing only. FREE postage cannot be used for the inner donation return envelope.
6. Please do not use red envelopes.
7. Include a your web site link in your letters
8. Include the LLS fast fact sheet

## Your Personal Fundraising Web site



### EARN A TNT MAGNETIC BUMPER STICKER!

Raise \$250 or more in online donations by Sunday, **November 8, 2009** (or within two weeks of your sign up date) and you'll receive a TNT magnetic bumper sticker.

*Here's how to earn your bumper sticker:*

1. Once you join the Team – you'll receive a personal fundraising web site link (to send to friends & family), and a user name and password to personalize your web site. Please contact your campaign manager if you haven't received this e-mail yet.
2. Go to: <http://etools.teamintraining.org/signin>
3. Enter the user name and password provided in your welcome e-mail.
4. Click on the "personalize" button to customize the welcome message & letter, upload photos and more.
5. You can also edit your fundraising thermometer and edit the donor/donation view to either show or hide donations/donors.



## Policies for Team In Training Participants

*The following policies are created to protect the integrity of the TNT program, and to ensure that crucial funds continue to go toward our mission – cure for leukemia, lymphoma, myeloma, Hodgkin's disease and improve the quality of life for patients and their families.*

### TRAINING POLICIES

1. **No dogs, baby joggers, or MP3s/iPODS/cell phones** are allowed at training sessions. This is for your safety and others on the team. Practice time is reserved for you to focus on your training and to allow for feedback between coaches, mentors, captains and participants.
2. **Guests at Training:** Due to insurance policies, only current Team In Training participants are permitted to attend the group training sessions.

### GENERAL POLICIES

1. **Registration fees are non-refundable and non tax-deductible.** The registration fee does not count towards your fundraising goal. Alumni receive a registration discount.
2. **Gifts** cannot be turned in for fundraising credit. Team In Training can only accept monetary donations towards a participant's fundraising account.
3. **Transferring From your Event:** If you are enrolled in a current Team In Training program, there are limited options if you find you need to transfer from your current season to a future season. Please contact your campaign manager so we can determine the best course of action on a case-by-case basis.
4. **Transferring and sharing of funds between participants** is not permitted. Donations must be deposited into the account of the Team In Training participant to whom the donor intended to contribute. Donations cannot be transferred from one participant's account to another.
5. **Transferring Overage of Funds:** Transferring of funds to a future season is not permitted, once deposited towards the original event. Keeping with donor intent of support, funds raised in support of a specific event must be deposited into the corresponding account. If you plan to participate in an event that may cause overlap in fundraising efforts, please contact your campaign manager in advance of registration.
6. **Policy on Raffles:** The use of raffles as a means to raise funds for The Leukemia & Lymphoma Society is not permissible. Rules regarding raffles are complex as raffles are governed by gaming laws. These laws vary by state and municipality. As laws vary, sometimes taxes, fees and penalties for non-compliance can apply. If local laws are not reviewed carefully in every situation, LLS can be put at significant risk. Please talk to your campaign manager if you have any questions.
7. **Third Party Fundraisers/Events:** In situations when third party fundraisers are conducted, it is important that all policies are followed by the participant. Therefore, participants and volunteers who conduct third party events must review, sign and follow the guidelines of the third party agreement document. Please contact your campaign manager if you are conducting a third party event.

## RECOMMITMENT, FINAL FUNDS, AND REIMBURSEMENT POLICIES

**Recommitment:** At the time of Recommitment, you are confirming your commitment to the Team and become 100% responsible for the Participation Minimum set for your event. If you have not raised the minimum fundraising goal at the time of recommitment but wish to continue with the program, we will ask you to secure your position on the team with a credit card.

- 1. Recommitment Deadline** - The Recommitment deadline is strictly enforced. Please make sure to turn in all required paperwork (travel forms, event entry forms, etc) on time to secure your spot on the Team. There will be no exceptions. LLS will make non-refundable and non-transferable travel and accommodation arrangements on your behalf.
- 2. Dropping after Recommitment** - If at any point between the time of Recommitment and Final Funds you are unable to continue the program, you remain 100% responsible for the participation minimum. There are a few exceptions to this as follows: 1. Injury, 2. Pregnancy, 3. Illness, or 4. Military Service. In these instances, a Doctor's note or documentation will be required, you will be responsible for 25% of your participation minimum to cover program costs and will remain in your current event account. The remaining balance, if any, may be transferred to a future event within one year. If you need to leave the program for any reason outside of what is listed above, you remain 100% responsible for the participation minimum.

**Final Funds Deadline:** If at the time of Final Funds (2 weeks prior to your event) you have not reached your participation minimum, you'll be required to underwrite the balance as a personal donation on your credit card. You will be charged based on funds posted in your Paycor account and/or online fundraising website account (whichever is higher). IMPORTANT: Allow ten business days from date mailed for funds to be posted to Paycor.

*NOTE: If you have not reached your participation minimum by the final funds deadline, your event packet will be withheld and you will not be eligible to participate in your event weekend.*

**Reimbursement Policies:** LLS only allows fundraising and/or travel (flight or gas) reimbursements. A reimbursement is not automatic. **You must submit appropriate documentation in order to be reimbursed.** The deadline to submit all documentation occurs one month after your event. Once processed you will receive a check in the mail within 3 to 4 weeks. When you book your own hotel, TNT does not reimburse for Hotel accommodations or parking.

- 1. Fundraising Reimbursement** - If your credit card was charged at final funds, you may continue soliciting donations either online or by mailing checks into Paycor. If you exceed your participation minimum through additional donations, you may request a fundraising reimbursement. Reimbursements are based only on funds posted to your Paycor account. To ensure that you receive a full reimbursement, please make sure of the following:
  - Mail donations to Paycor as soon as you receive them. You cannot be credited for mailed (postmarked) donations. Paycor requires at least ten days prior to the reimbursement deadline to receive and post donations.
  - Online donations require 24-48 hours processing time before they post to your Paycor account. Donations made through your web site within 2 days of the fundraising reimbursement deadline may not credit in time and you will not be eligible for credit for those funds.
  - **Complete the Fundraising Reimbursement Request form and submit to your campaign manager by the reimbursement deadline.**
  - Please note, you will only be reimbursed once.
- 2. Flight or Gas Reimbursement** - If you elect to travel outside the Team flight timeline, you will be responsible for purchasing your own flight. After the event, you can be reimbursed up to the cost of the Team flight or actual cost of your flight, whichever is less. Please note the following:
  - Frequent Flier Miles and Time Share Miles are NOT reimbursable nor can they be credited toward your fundraising goal.
  - We also cannot reimburse for oversized or excess luggage charges.
  - To be reimbursed for a flight, please submit **all** the following documents with your reimbursement request:
    1. Original hard copy of your itinerary that shows the cost of your flight.
    2. Original flight Boarding Passes.
    3. A copy of your credit card statement showing the airline charge, card holder's name and last 4 digits of the card number.

In cases where travel is provided for an event, LLS will reimburse for gas if you drive instead of flying. **Gas receipts must be submitted** (we do not reimburse based on mileage).



## ON LINE FUNDRAISING CAMPAIGN –GETTING STARTED

### Check out these statistics:

- Participants who use online fundraising raise an average of 46% more than participants who do not use their sites.
- About 41% of the donations made to Team In Training participants came through online fundraising sites.
- The average check donation is \$25-40 and the average online donation is \$80.

### Setting up your fundraising page:

Once you register, you will receive an email From Team In Training CAL with your Username and Password and web link.

Sign in at <http://etools.teamintraining.org/signin>

### Key elements to a good online fundraising campaign:

- Set it up right away!
- Add your personal web address to your email auto-signature.
- **Personalize your online Web page – Make the time, it's worth it!**
- Go to the Fundraising tab at the top left
- Click on Personalize Pages to add a photo, create or edit your welcome message, send donation requests, check for new donations and send thank you e-mails, etc.
- **Add a Photo:** Choose a compelling photo of someone you are honoring, your honored teammate or yourself training. You can touch up or resize photos at <http://photoshop.com/express>.
- **Text: Keep the text concise.**

-Why did you join Team In Training?

-Include the story of your personal honorees or honored teammate.

-Instill confidence in your donors about where their money is going:

Add fast facts about Team In Training and LLS. How much money has been raised in the past? How has the work of LLS helped to increase survival rates? What research grants are currently being funded?

-Include your collective team fiscal goal, etc.

-Use the web as a fundraising tool. Many will receive anonymous donations. Include the following phrases: Please forward this to anyone that you know and help spread awareness. No donation is too small.

- **Updates**

-Each week after you train with your team, you can update your progress with text and photos.

-Update your web page at least once a month. Track your progress with updates. If you hit your goal, raise your minimum and set a challenge goal.

-Include web address on your letters and fast facts to send with your letters.

### Fundraising Via Email

Start fundraising by sending emails directly from your web page! Send your link out to friends, family and colleagues by email, so they can simply click and donate!

- Click the Compose Email tab.
- Enter email addresses in the "To" box, separated by commas. (To import an address book from your own personal e-mail account, go to the Address Book tab and click Import Addresses from Outlook/CSV.)

- Customize the message or create a new message in the "Message" box. If you want to save your custom text for later, send a copy to yourself.
- Click Send. The message will be sent from your email address. Your recipients will not see the email addresses of others that are listed in the "To" box.
- Follow up! Regularly send updates to donors, potential donors.
- Many will receive anonymous donations. Include the following phrases: **Please forward this to anyone that you know and help spread awareness.**
- Include the link to your fundraising page in your signature line at work. If you need help, click Help at the top right of the page, **email supportservices@lls.org or call 888-LLS-717**

#### **AVOID SPAM FOLDERS**

- Many people configure their email in-boxes to forward mass mailings to a "spam" folder. Use the following tips to make sure your email is read:
  - Avoid punctuation in the email subject. This includes periods, exclamation points and dashes.
  - Send the same email to no more than 10 people at a time.
  - Call select people to ask them if they received your email. This also gives you a chance to remind them to donate!
  - Send updates on your progress and your goals to your entire list, those who have responded to previous communication AND those who have not.

#### **Sample emails:**

Keep your email message simple. Include details on your web page:

Hi friends and family! Please check out my Web site to see the challenge I am taking on! I am going to run the San Diego Rock n Roll Marathon this Spring. Not only that but I have a goal of raising \$5000 for The Leukemia & Lymphoma Society (LLS) while I train hard for my physical challenge! The funds that I raise for LLS are used for blood cancer research and patient aid! ---Read my Web site to learn more! The address is [www.sfvtn.org](http://www.sfvtn.org) Remember, all donations are 100 % tax-deductible!

#### **Sample subject lines** - Get people's attention!

- Saving Lives...One Mile At A Time
- Training for a cure...Every Little Bit Helps
- The Challenge of A Lifetime



# Spring 2010 Season Kickoff

Saturday, October 24th at 10:30 a.m.

**WHERE:** Los Angeles Meeting and Events Center  
 10601 W. Washington Blvd.  
 Culver City, CA 90232

**TIME:** 10 a.m. – 10:30 a.m.  
*Information Meeting  
 (For new registrants)*

10:30 a.m. – 1 p.m.  
*Team check-in, registration,  
 and expo*

11:30 a.m. – 12:15 p.m.  
*Program & Team Meetings*

**Don't Miss Out!**

- ❖ Meet your coaches, mentor, teammates and honored teammate
- ❖ Pick-up your training schedule, jersey, and water bottle
- ❖ Hear inspiring patient stories
- ❖ Brainstorm fundraising ideas
- ❖ Prizes & giveaways!
- ❖ Bring a friend!



**Arch  
& Sole**

## Thank you to our Team In Training Partners

### DIRECTIONS TO KICKOFF

<p><b>From the Valley</b>          I-405 S          Take the VENICE BLVD. exit ramp          Turn RIGHT onto SAWTELLE BLVD.          Turn RIGHT onto VENICE BLVD          Turn RIGHT onto OVERLAND          Turn LEFT onto WASHINGTON BLVD</p>	<p><b>From East L.A.</b>          Take the I-10 W /SANTA MONICA FWY          Take the I-405 S          Take the VENICE BLVD. exit ramp          Turn RIGHT onto SAWTELLE BLVD.          Turn RIGHT onto VENICE BLVD          Turn RIGHT onto OVERLAND          Turn LEFT onto WASHINGTON BLVD</p>	<p><b>From South Bay</b>          I-405 N          Take the CULVER BLVD. Exit towards CULVER CITY.          Turn LEFT onto SAWTELLE BLVD.          Turn RIGHT onto CULVER BLVD.          Turn RIGHT onto OVERLAND          Turn LEFT onto WASHINGTON BLVD</p>
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