



# RAYS OF HOPE TEAM CAPTAIN GUIDE

Sunday, October 21, 2018

25<sup>th</sup> Annual Walk  
&  
9<sup>th</sup> Annual Run  
Forest Park, Springfield



## Rays of Hope

Walk & Run Toward the Cure of Breast Cancer

Baystate  Health

[baystatehealth.org/raysofhope](http://baystatehealth.org/raysofhope)  
413-794-8001

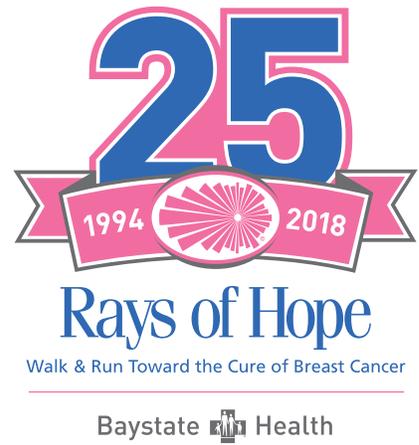


"Best Charity Event" "Best Charity Event" "Best Charity Event" "Best Charity Event" "Best Charity Event"

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## *Greetings Rays of Hope Team Captain and Co-Captain:*

Welcome and thank you for your interest in forming a team and participating in the 25th Rays of Hope Walk and Run Toward the Cure of Breast Cancer! As your 2018 Rays of Hope Chair, I am looking forward to the opportunity to work with all of you as we begin this year's Captain & Co-Captain's Campaign. Your recruiting and fundraising efforts are so vital to our success. Thank you for all you do to support the Rays of Hope!

If you are a returning Team Captain or Co-Captain, we are thrilled to have you back! If this is your first year in joining the Rays of Hope's Walk & Run Toward the Cure of Breast Cancer – Welcome Aboard! As team leaders, you are the heart and soul of Rays of Hope, serving as the vital link between our mission and your inspiring teammates. Without individuals like you, the Rays of Hope Walk & Run would not have hosted over 600 teams and more than 20,000 participants hitting the pavement last October. It would not have raised an amazing \$14.2 million since its inception in 1994, nor would it have funded research at the Rays of Hope Center for Breast Cancer Research and outreach and care programs throughout western Massachusetts. Your participation enables Rays of Hope to continue to achieve and build on these accomplishments and take successful steps toward a cure. We couldn't do it without you!

Last year, we honored survivors and remembered lost loved ones as we embraced the vision of a future without breast cancer. To help make that vision a reality, we encourage you to use our online fundraising tool and register your team today. Online registration is quick and easy, and will allow better communication and your being immediately informed of Rays of Hope updates. Creating your personalized webpage makes sharing your personal story with family and friends a cinch. Fundraising has never been easier!

I look forward to seeing all of you and celebrating 25 years of devotion to the Rays of Hope on Sunday, October 21st. Rain or shine, we will walk with immense pride that significant and essential funds were raised. Monies that are necessary for continued research so that one day; hopefully in our lifetime, we won't have to walk for the cure any longer. And the best part, every dollar that is brought in through the efforts of you and your teammates stays local!

Please be sure to check out "In the Pink" additions throughout this handbook for fun Rays of Hope facts, go-to answers and amazing fundraising ideas. If you have any questions throughout the process, please do not hesitate to contact the Rays of Hope office via phone at 413-794-8001 or email at [Raysofhope@baystatehealth.org](mailto:Raysofhope@baystatehealth.org).

On behalf of the entire Rays of Hope Family, and from the bottom of my heart, thank you for all you do!

Denise R. Jordan  
2018 Rays of Hope Chair

#ROHPinkyPromise - Join the Movement

## RAYS OF HOPE **Mission & Facts**

- **The mission of Rays of Hope is to raise funds to improve the breast health of the people in our communities** with quality and compassion in partnership with Baystate Health Breast Network by:
  - Offering community education and outreach
  - Providing coordinated, accessible, and medically advanced care at the initial stage of diagnosis and continuing through treatment and recovery
  - Supporting patients through the continuum of care that acknowledges the needs of the whole person
  - Funding breast cancer research
- Funds are raised for Rays of Hope through the Baystate Health Foundation, which is a nonprofit, 501(c)(3) charitable organization that supports all philanthropic efforts at each member entity of Baystate Health.
- Rays of Hope funding supports state-of-the-art diagnosis and treatment services, community outreach and education programs, research at the Rays of Hope Center for Breast Cancer Research, complementary therapy and support groups throughout western Massachusetts.
- **Currently in its 25th year, the Rays of Hope Walk & Run has raised over \$14.2 million.**
- All funds raised for Rays of Hope are used throughout western Massachusetts and its surrounding communities.
- The 2017 Rays of Hope Walk & Run raised over \$567,000.
- In 2017, the Rays of Hope Run Toward the Cure 8K in Springfield had more than 200 runners.
- Rays of Hope provides funding to breast health programs through the **Baystate Health Breast Network, Baystate Breast & Wellness Center** as well as through breast cancer care programs throughout western Massachusetts, and several community organizations.
- **Over 24,000** women, men, teenagers and children participate in the Rays of Hope Walk & Run each year.
- **Over 500 volunteers** work to make Rays of Hope a success each year.
- **Over 600 teams** are organized by individuals, businesses, schools, organizations, clubs, churches and synagogues each year.
- Rays of Hope was founded in 1994 by Springfield native, Lucy Giuggio Carvalho, after she was diagnosed with breast cancer at the age of 38.



**Lucy Giuggio-Carvalho**  
founded Rays of Hope  
in 1994 after being  
diagnosed with  
breast cancer.

### *In the* **PINK:**

- Rays of Hope inspires participants, helps to raise awareness, celebrates survivors and makes an ordinary day extraordinary. But our ultimate goal is to raise funds to find the cure and put a stop to breast cancer. Help us reach that goal!
- In 2018, it is estimated that 266,120 women in the U.S. will be newly diagnosed with invasive breast cancer and 2,550 men will be diagnosed. Help us move toward eradicating those numbers. *(Source: American Cancer Society, Cancer Facts & Figures 2018)*



## GETTING STARTED

### A Guide for Walk & Run Captains

**Form Your Team** - Gather your friends, family, co-workers, neighbors and more!

**Select Your Team Name** - The more original and creative, the better! Are you walking in someone's honor? Is your company hitting the pavement?

For inspiration, here's a list of the **2017 TOP ONLINE FUNDRAISING TEAM** names:

- Fear Spear in Memory of Jackie Spear
- Lindsey's Tribe
- Carla Curto
- LIVESTRONG at the YMCA of Greater Spfld
- The Theulen-Gage Brigade
- Cancer Runs From Us
- Baystate Noble
- Morning Glories
- Pretty In Pink
- Pam's Warriors

Once your team name is established, build team spirit and create a team sign, flag or banner which you can proudly wave at the Rays of Hope Walk & Run Toward the Cure 8K on October 21.

**Register Your Team and Create Your Own Webpage!** To register your team online, go to [baystatehealth.org/raysofhope](http://baystatehealth.org/raysofhope) and click on "Form a Team."

**Recruit Team Members** - Encourage your team members to create their own webpages through the "Team Page" or by clicking on "Join a Team" then entering your team name. Send out emails to everyone you know asking them for support in reaching your fundraising goal. Send them across the country and across the world...you'll be surprised at how far away your donations will come from!

- **Select a Team Name**
- **Register Your Team Online & Create a Webpage**
- **Recruit Team Members**
- **Set Your Team Goal & Fundraise**
- **Set a goal to be a top online fundraising team**
- **Prep for October 21**

#### *In the PINK:*

*This year, join us to make a promise, the #ROHPinkyPromise, to help our children grow up in a world without breast cancer and until that day, help us to ensure that whether it's your mother, sister, daughter, husband, friend or neighbor, there is enough HOPE to go around, as long as and until there is a cure. Tell the world that you are taking up the #ROHPinkyPromise challenge for the 25th anniversary of Rays of Hope!*

# PREPPING YOUR PINK -

## Team Captain Responsibilities

- A team captain's role is to recruit and motivate people to register and fundraise for the Rays of Hope Walk & Run Toward the Cure of Breast Cancer.
- Encourage each team member to raise a minimum of \$100, but they don't have to stop there. Some individuals have raised over \$1,000! Check out the Big Wig incentive on page 11!
- Coach and motivate team members for success. Once your team members are registered, hold a rally in your workplace conference room, living room or classroom to help generate excitement and educate them on their responsibilities.
- Do not forget to solicit for donations yourself. As the team captain you should set the tone and your team members will follow.

## THE POWER OF PINK – RECRUITING TEAM MEMBERS!

- Recruit a co-captain and brainstorm with them on how to build your team.
- Ask family, friends, co-workers, and more – anyone is a potential teammate!
- Use social media and email to share your customized team URL and ask others to join or support your efforts.
- Ask your HR department if you can create a company team then put a story in the company newsletter and ask co-workers to join you on the team.
- Encourage each registered team member to recruit at least two members of their own.
- Host a registration sign-up event with a breakfast, lunch or happy hour party. Encourage all team members to bring guests to the event and talk about your reasons for forming the team and why you want them to join you.

### In the PINK:

Know someone who can't make it on October 21 but wants to be a team member? Commitments may keep someone from attending the Walk & Run but they can still participate by becoming a Virtual Walker/Runner.



## REGISTER ONLINE

1. Once you are registered, you can continue on to your Participant Center and create your own secure fundraising webpage to help Rays of Hope. Here is an easy list of things to do:
  1. Set Up Your Personal Page
  2. Add Contacts to Your Address Book
  3. Send an Email
  4. Thank Your Donors
2. Personalize your webpage with the reason why you are participating in the Rays of Hope Walk and Run Toward the Cure 8K. Your personal message will engage your friends and family and excite them about supporting your efforts. You can also add photos to truly personalize your page.
3. Create your personal URL - once you register online a URL to your personal fundraising page is created. You can change the URL to include your name or team name if you prefer. Click on the Personal Page tab or on Edit Personal Page. Click on URL Settings next to Personal Page URL. Type your name, team name or whatever you prefer in the box without any spaces or symbols then click on Save.
4. Finally, send emails to all your friends, family, co-workers, business associates – everyone in your contact list – asking them to visit your webpage and join your team or make a donation towards your Rays of Hope goal. Don't forget Facebook and Twitter, too! Add your fundraising webpage link to your accounts and keep everyone updated about your fundraising efforts. (See page #8 for Social Media Fundraising Tips!)

## *Did You* **KNOW?**

**Team captains raise 54% more than individual participants raise and team members raise 17% more.**



## *In the* **PINK:**

However you choose to fundraise, please consider doing it year round. Breast cancer affects women and men (yes men!), 365 days a year - it doesn't discriminate and it isn't a disease that is solely diagnosed in October during Breast Cancer Awareness month. And, because the fight against breast cancer is a continuous one, there's no reason to limit your fundraising for Rays of Hope to just October.

Rays of Hope proudly supports breast cancer survivors throughout their journey every step of the way, every month of the year.

## *Where Does the Money Go?*

Since our first Walk in 1994, Rays of Hope has raised over \$14.2 million to support and sponsor programs here in our local communities for women and men in the diagnosis and treatment of breast cancer. This money has also funded local research through the Rays of Hope Center for Breast Cancer Research at the Pioneer Valley Life Sciences Institute.





### Top Online Teams & Individuals!

Rays of Hope will feature top Online Fundraising Teams and Individuals on our website and Facebook pages! Please note that any offline donations you enter are not able to be included towards any fundraising goals such as the \$50 online goal to receive the Rays of Hope t-shirt.



### TEAM FUNDRAISING IDEAS

- Be the first one to donate by making a personal donation when you register online.
- Ask everyone you know - partner, spouse, friend, relative, neighbor, doctor, dentist or businesses you frequent - to sponsor. 65% of people donate their time and money simply because they were asked.
- Write an inspirational letter to family and friends and tell them why you are participating. Be sure to let them know that funds raised stay in our western Massachusetts communities.
- Ask your Human Resource department if they have a matching gift program. It's an easy way to double your donation!
- Speak to your manager or principal to implement a "Pink & Denim Day," or "Dress Pink Day" if you are not allowed to wear jeans, and collect donations to support your team.
- Put out a pink can at your desk, office lobby, kitchen, etc. and put loose change in every day. Ask others to put their loose change in, too!
- Have a team tag sale where all team members bring items to sell. You could even sell pink lemonade and pink chocolate chip cookies. Check the internet for great "pink" recipes and ideas!
- Host a PINK PARTY and ask for donations, sell pink items, charge a fee – there are lots of ways to PINK your party!

### In the PINK:

Think about the errands you run throughout the week. Let your dry cleaner, personal trainer, hair dresser, or doctor know that you are participating in Rays of Hope and ask for their support!

# HOW TO RAISE \$1000 in 10 DAYS

Asking for donations can be a daunting task when you're first getting started, but it doesn't have to be. Use our guide to help you reach, and even exceed, your goal!

## Day ONE: *Self Donation*

Kick start your fundraising and lead by example! Make a self-donation... people will be more likely to give if they see that you have, too.

Day 1  
\$25

## Day TWO: *Ask your Boss*

Ask your boss for a company contribution of \$50. Check to find out if your company has a Matching Gift program, too! Better yet, ask all your donors to check with their employers if they have a Matching Gift program....it's a great way to double your donations!

Day 2  
\$75

## Day THREE: *Get Social*

Use your special URL directing donors to your Participant Center and post a link on Facebook, Twitter, Instagram, etc. and ask them to support your fundraising efforts for Rays of Hope. If you get 10 people to donate \$10, you've just raised \$100!

Day 3  
\$175

## Day FOUR: *Pink & Denim Day*

Ask your company if you can hold a Pink & Denim Day at work and charge \$5 for everyone to dress casually – and also wear something pink! With ten co-workers participating, you can add another \$50 to your goal.

Day 4  
\$225

## Day FIVE: *All in the Family*

Reach out to five family members and ask them to donate \$20 each, getting you \$100 closer to your goal!

Day 5  
\$325

## Day SIX: *Business Associates*

Ask four companies or businesses your company works with to sponsor you for \$50 – that gives you another \$200.

Day 6  
\$525

## Day SEVEN: *Best Friends*

Ask 10 of your close friends to donate \$20 each to help you add another \$200 to your goal!

Day 7  
\$725

## Day EIGHT: *Memberships*

Ask 10 members from your place of worship, or your book club, bowling league, etc. to contribute \$5 each. That's \$50!

Day 8  
\$775

## Day NINE: *My Neighborhood*

Ask four neighbors to each donate \$25 to add another \$100!

Day 9  
\$875

## Day TEN: *Putting it all Together*

Ask five businesses you frequent, like your dentist, hair salon, dry cleaner, etc. to give \$25 each to raise the final \$125 towards your goal!

Day 10  
\$1,000



Rays of Hope

Walk & Run Toward the Cure of Breast Cancer

Baystate  Health

# USE SOCIAL MEDIA!

Social media is everywhere and it's a great way to keep connected to people! Use social media to inspire people, recruit team members and help you reach your fundraising goal.

## #ROHPINKYPROMISE JOIN THE MOVEMENT

Snap a selfie or video making a pinky promise then post it, tweet it, Instagram it and Snapchat it and tell the world that you are taking up the #ROHPinkyPromise challenge for Rays of Hope!



### FACEBOOK

"Like" Rays of Hope at [facebook.com/raysofhope.baystate](https://facebook.com/raysofhope.baystate) and post on our wall to let us know your story and what you are doing to fundraise for Rays of Hope.

#### Sample Updates - Fundraising & Team Recruitment

*I'm walking in the Rays of Hope in honor of my mother, Stacey, who was diagnosed two years ago and is a brave and amazing survivor! I need your help to create a future where other mothers, and all women and men, don't have to go through a breast cancer journey. Please donate today! (insert your personal fundraising page URL)*

*I'm forming a team for Rays of Hope and I hope you will join me on this amazingly inspiring journey to help end breast cancer! Join my team, Hakuna Ma Ta Ta's, here (insert the URL of your team page)*

### INSTAGRAM

Take photos of your team, fundraising activities and especially during the Rays of Hope Walk & Run!

Follow us on [instagram.com/raysofhopema](https://instagram.com/raysofhopema)



# IMPORTANT DATES

**Make sure we have your email address to send you important team captain information and updates.**

## THURSDAY, MAY 31

5:30–7:30 PM

### CAPTAIN/CO-CAPTAIN RALLY

**Baystate Health Education Center, 361 Whitney Ave, Holyoke, MA**

Meet other Captains & Co-Captains, Gather Walk & Run Info, Enjoy Shopping, Food and More!

**Runner Registration fee of \$50 (includes shirt)**

## JUNE

- RUN REGISTRATION IS \$50
- We encourage you to register and fundraise online - it's quick and easy!
- Note - offline donations will not count towards online fundraising goals such as \$50 online goal to receive ROH t-shirt, BIG WIG status or for Top Online Fundraising Teams and Individuals.

### WALK & RUN PAPERS AVAILABLE

- All participants from previous years will have Walk/Run papers emailed to save on mailing costs. Please be sure we have your updated email address if you recently changed it. If we do not have an email address, a form will be mailed.
- Papers are also available to download from the Rays of Hope website or by calling the Rays of Hope office at 413-794-8001 and will also be inserted into the 2018 Fall edition of the Supporting Hope newsletter.

## FRIDAY, OCTOBER 19

5:30–7:30 PM

### CAPTAIN/CO-CAPTAIN KICK-OFF PARTY & TEAM T-SHIRT PICK-UP

**Baystate Health Education Center, 361 Whitney Ave, Holyoke, MA**

(behind Holyoke Mall—*directions are on page #10*)

TEAM WALK & RUN PAPERS (PLEDGE SHEETS) AND MONEY DUE!

T-shirts can be picked up for team members who have **raised \$50 or more online prior to October 19**. Must bring list of names in alphabetical order and total number of sizes and you will be required to fill out a form before getting any t-shirts. T-shirts are also available at the Walk & Run on October 21 for participants who raise \$50 or more online. Shirts available while supplies last.

## SUNDAY, OCTOBER 21

**Springfield, MA**

Run Registration: 7:30 AM

Run: 8:30 AM

Walk Registration: 9 AM

Program: 9:45 AM

Survivors' Photo: 10 AM

Walk: 10:30 AM

### 25<sup>th</sup> ANNUAL RAYS OF HOPE WALK & 9<sup>th</sup> ANNUAL RUN (RAIN OR SHINE)

**Temple Beth El, 979 Dickinson Street, Springfield, MA**

#### Free Parking and Shuttle at:

1. East Longmeadow High School, 180 Maple Street, East Longmeadow, MA
2. **American Saw, 301 Chestnut Street, East Longmeadow, MA**
3. Smurfit-Stone, 45 Industrial Drive, East Longmeadow, MA
4. Blueberry Hill School, 275 Blueberry Hill Road, Longmeadow, MA
5. Longmeadow High School, 127 Grassy Gutter Road, Longmeadow, MA

**RUNNERS PARK HERE!**



# TIPS AND DIRECTIONS

## Offline Donations and Team Totals

- Offline donations can be added to your fundraising page. Please note that they are not counted toward any online fundraising goals such as the \$50 online goal to receive a Rays of Hope t-shirt or top online fundraising teams & individuals.

## Celebrating Our Survivors!

- Upon arrival, participants should check into the Pink Hope Lounge. Survivors will be given pink Survivor T-shirts and goodie bags and will have the chance to enjoy a massage or Reiki treatment and more!
- 2018 will mark our 12th Survivors' Photo which is taken each year at the Rays of Hope Walk & Run. All participants who are breast cancer survivors are invited to join us for the photo shoot which takes place at 10:00 AM sharp.

Following the Survivors' Photo, please form a group and follow us to the stage in a **PINK PARADE** so all the participants can cheer you on!

## Turning in Team Proceeds

- Collect your team money and turn it in at the Kick-Off Party on October 19 at the Baystate Health Education Center or on October 21 at the Rays of Hope event!

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## DIRECTIONS TO THE BAYSTATE HEALTH EDUCATION CENTER 361 Whitney Avenue, Holyoke, MA

### From the North:

- Rte. I-91 to exit 15: Lower Westfield Road/Holyoke-Ingleside exit toward Ingleside/Old Westfield Road.
- Right off exit towards Homestead Avenue.
- Turn left at the light onto Homestead Avenue (which becomes Whitney Avenue).
- Cross over railroad tracks to 361 Whitney Avenue on your right. There is a Baystate Health sign on the lawn before the driveway.
- Drive to end of building, park, and enter through the second floor entrance.

### From the South:

- Rte. I-91 to exit 15: Lower Westfield Road/Holyoke-Ingleside exit toward Ingleside/Old Westfield Road.
- Left off exit towards Homestead Avenue.
- Turn left at 2nd light onto Homestead Avenue (which becomes Whitney Avenue).
- Cross over railroad tracks to 361 Whitney Avenue on your right. There is a Baystate Health sign on the lawn before the driveway.
- Drive to end of building, park, and enter through the second floor entrance.

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## PLEASE NOTE!

*We encourage you to collect all team money raised (cash & checks) and turn it in at the Kick-Off Party on October 19. You will get your Captain & Co-Captain gifts there, too! (team money must be turned in that night and you must be in attendance to receive gift.) Money can also be turned in on October 21 if unable to attend the Kick-Off.*



# HITTING THE PAVEMENT

## The Walk & Run Routes

Reminder...

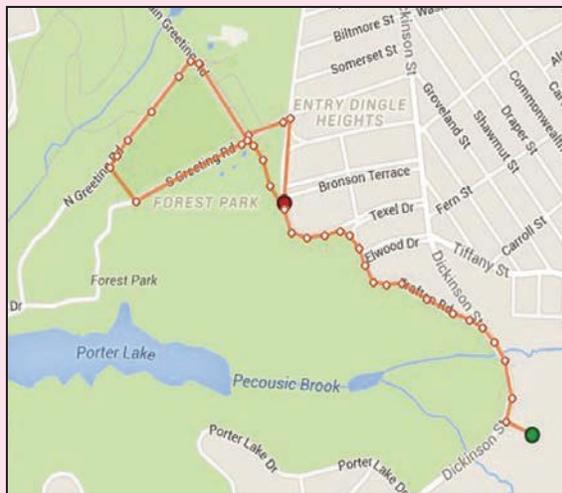
### **PETS** **ARE NOT** **ALLOWED** **AT THE** **WALK** **& RUN**

While we know your family pet is probably quite friendly, we ask that you leave them at home. Please consider your pet's safety and the safety of your fellow participants.

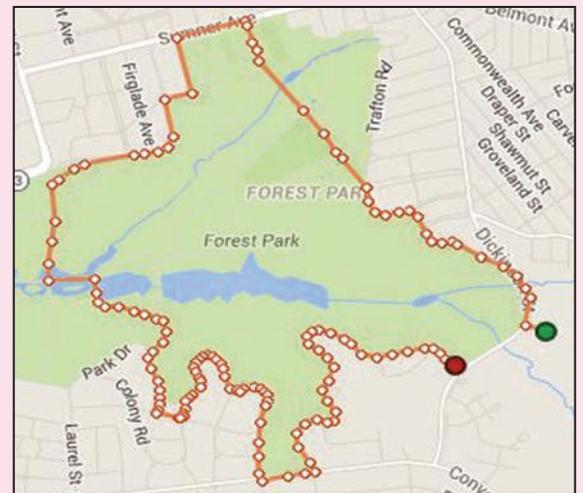
### WALK & RUN

There is a two-mile and a five-mile route for Walk participants to enjoy. Runners in the 8K will follow the five-mile route. The two-mile route is accessible to all walkers including handicapped participants. It is a flat route following the loop around the ball field in Forest Park then back to Temple Beth El. The five-mile route is a little more challenging with some hills. The route winds its way in and out of Forest Park before heading back to Temple Beth El. Both routes offer beautiful autumn scenery in and around historic Forest Park.

### WAYS OF HOPE 2 Mile Route



### WAYS OF HOPE 5 Mile Route



### Raise \$1,000 - \$2,999 ONLINE:

- Access to the exclusive **BIG WIG** registration area
- **BIG WIG** hat with a 2018 pin
- Access to **Premium Restrooms**
- **Free coffee, donuts and health bars -YUM!**
- **Swag Bag** filled with great stuff
- **Free chair massage**
- **BIG WIG** photo booth – wait 'til you see it!
- **Bragging Rights to Call Yourself a Rays of Hope BIG WIG!**

**ALL FUNDS MUST BE RAISED ONLINE BY OCTOBER 12, 2018**



### Raise \$3,000 or more ONLINE:

- **ALL THE GOODIES ON THE LEFT AS WELL AS...**
- Your own **Parking Spot** in the **VIP** lot
- **Invitation onto the MAIN STAGE** to get the cheers you deserve
- **VIP Swag Bag** filled with even more great stuff
- **Photo with Mayor Domenic Sarno and Rays of Hope founder Lucy Giuggio Carvalho**
- **2 Free Tickets** to the 2019 Springfield Thunderbird's Pink in the Rink event and **Meet & Greet** with the players



# **RUN** *Toward the Cure* **8K**

**Sunday, October 21, 2018 • Start Time: 8:30 AM**  
Forest Park Area, Springfield, MA

## **Rays of Hope - Run Toward the Cure 8K**

100% of the proceeds benefit breast health programs & breast cancer research in western Massachusetts through the Rays of Hope Center for Breast Cancer Research at the Pioneer Valley Life Sciences Institute and the Baystate Health Breast Network.

### **Register Online Quickly & Easily! \$50 Entry Fee**

Create an online fundraising page and invite family, friends & co-workers to support you. Tell them you are fundraising for Rays of Hope and set a goal. We suggest a goal of \$100 or more! Registered runners will receive a Rays of Hope T-shirt (available on Event Day while supplies last). Run Toward the Cure 8K is a timed run. Water is available along the route.

### **Parking & Shuttle**

Parking is available at the American Saw & Mfg. Co., parking lot at 301 Chestnut Street, East Longmeadow, MA. Shuttles will run at 7:30 AM to Temple Beth El for Runner Registration. Bibs can be picked up at registration. The timed run starts at 8:30 AM.

### **Run Shirt and Bibs**

Runners who register online with the \$50 entry fee by **October 6** will be guaranteed a Run Toward the Cure shirt and can pick up their shirts and bib numbers at Fleet Feet Sports in Longmeadow on October 18 and 19. Runners registering after October 6 will get their bibs at the event on October 21 and shirts will also be available while supplies last.

*Help Run Breast Cancer Out of Town!*

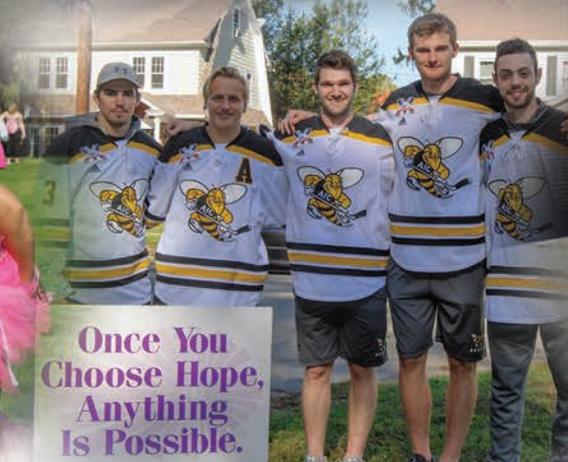


Baystate Health



"Best Charity Event"

Rays of Hope, 280 Chestnut Street, Springfield, MA 01199 • [baystatehealth.org/raysofhope](http://baystatehealth.org/raysofhope)



Once You Choose Hope, Anything Is Possible.



# Rays of Hope

Walk & Run Toward the Cure of Breast Cancer

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Baystate  Health

280 Chestnut Street, Springfield, MA 01199

[baystatehealth.org/raysofhope](http://baystatehealth.org/raysofhope)

413-794-8001

[facebook.com/raysofhope.baystate](https://facebook.com/raysofhope.baystate)

