



2015 RACE FOR THE CURE®

COMMITTEE INFORMATION

23rd Annual Greater Fort Worth
Race for the Cure®
Ridgmar Mall | Saturday, April 25, 2015



Erin Hayes, Race & Events Manager
ehayes@komengreaterfw.org
Office: 817.735.8580 x12

Susan G. Komen® Greater Fort Worth
2216 Green Oaks Rd | Fort Worth, TX 76116



Join the Race Committee!

Join our dedicated Race for the Cure® Planning Committee in putting together our largest event of the year! It is the passion and support of each volunteer that helps us raise vital funds to reach our mission of *a world without breast cancer*. In 2014, Komen Greater Fort Worth granted over \$600,000 to community organizations, helping underserved and uninsured women and men in need.

Help us raise even more this year so we can meet the critical needs of our community and contribute to national research to find the cure!

Why is the Race important?

In 2015, an estimated 1,224 new cases of breast cancer are expected in our service area, and approximately 213 women will die of the disease. The signature 5K Run/Walk and 1M Fun Walk will honor those who have battled breast cancer and further the mission of the Greater Fort Worth Affiliate of Susan G. Komen® - *To save lives and end breast cancer forever*. Thanks to the thousands of people who participate in the Race, the hundreds of individuals who volunteer, and our dedicated corporate sponsors, Komen Greater Fort Worth is playing a vital role in the fight against breast cancer in our community.

What does the money raised support?

Funds raised through the Komen Greater Fort Worth Race for the Cure support potentially lifesaving breast health education, breast cancer screening, treatment, and patient support and navigation programs for underinsured and uninsured women and men in Tarrant, Parker, Johnson and Hood counties. 75% of net funds raised by Komen Greater Fort Worth stays right here in the Greater Fort Worth community, while 25% supports global research.

Komen Greater Fort Worth History

2015 will be the 23rd year since Rozanne Rosenthal chartered the Greater Fort Worth Affiliate of Susan G. Komen in 1992 in honor of her friend and three-time breast cancer survivor, Joan Katz. Working together, Rozanne and Joan went on to inspire grassroots activities and a bounty of energetic volunteers. The first Race for the Cure was held in 1993, and raised over \$100,000 from 1,800 participants and fundraisers. The 2014 Race for the Cure raised over \$800,000. Since its inception, the Affiliate has funded more than \$22 million in local grants for lifesaving breast health education, screening, treatment and health and social support services. In addition, the Affiliate has contributed \$8 million to national research initiatives to find the cures.



Komen Greater Fort Worth founders Rozanne Rosenthal and Joan Katz

Race for the Cure® Committee Information

General Committees Information:

- The Planning Committee consists of:
 - A Race Chair
 - Committee Chairs
 - Committee Leaders
 - General Committee Members
- } Steering Committee } Full Committee
- The Full Committee is comprised of 11 committees: Marketing/PR, Corporate Sponsorship, Teams, Individual Fundraising, Survivors, I Am the Cure®, Operations, Volunteers, Registration, KoMEN Cave and Kids for the Cure®.
 - The Committee is managed by the Race & Events Manager, Erin Hayes
 - Each committee has a staff liaison to assist them:
 - Erin Hayes (Race & Events Manager) – Operations, Teams, Individual Fundraising, KoMEN Cave, Kids for the Cure®
 - TBD (Development & Marketing Manager) – Corporate Sponsorship and Marketing/PR
 - Susan Cowley (Finance Manager) – Registration
 - Jeanne Ginsberg (Operations Manager) – Volunteers and I am the Cure®
 - TBD (Mission Manager) – Survivors/Mission

Committee Structure:

- Committee Chair positions can only be held by one person.
- Volunteers can serve on more than one committee, but can only hold one Committee Chair position.
- All positions can be repeated consecutively, but must be approved by the Race Chair and Race Manager each year.

Position Term Limits:

POSITION	TERM LENGTH	QUALIFICATIONS	SELECTION PROCESS
Race Chair	2 years	<ul style="list-style-type: none"> • Committee Chair experience • At least 2 years prior committee experience 	<ul style="list-style-type: none"> • Selected by Race Manager and immediate past Race Chair • Selected during prior Race year
Committee Chairs	No limit	At least 1 year Committee Leader or Committee Member experience	<ul style="list-style-type: none"> • Selected by Race Manager, immediate past Race Chair and current Race Chair • Selected shortly after prior Race
Committee Leaders	No limit	Related work or personal experience, preferred	<ul style="list-style-type: none"> • Selected by Race Manager, Race Chair and Committee Chair • Selected after Committee Chair selection
Committee Members	No limit	Related work or personal experience, preferred	Selected by Race Manager and Race Chair with direction regarding need from Committee Chairs and Leaders

Committee Meeting Dates:

- All meetings are held at the Ridgmar Mall Community Room adjacent to Komen Greater Fort Worth's office unless otherwise noted (2216 Green Oaks Rd, Fort Worth, TX 76116)
- Meeting times are the third Thursday of the month from 11:45 am – 1:15 pm
- Individual committees may need to meet outside of committee meetings based on work duties. This will be determined by each committee
- Depending on work duties, some committee members may not need to attend all meetings. Members will be informed by their Committee Chair if they need to attend or not
- Race Chair and Committee Chairs will need to attend all monthly Committee Meetings

2015 Committee Dates to Remember:

- Thursday, September 18, 2014 – Komen 101
- Thursday, October 16, 2014
- Thursday, November 20, 2014
- Thursday, December 18, 2014 – Holiday Party
- Thursday, January 15, 2015
- Thursday, February 19, 2015
- Thursday, March 19, 2015
- Thursday, April 16, 2015
- Tuesday, April 21, 2015 – Race site meeting (Operations Teams only)
- Committee Thank You Party – Thursday, April 23, 2015
- Race to be held Saturday, April 25, 2015
- Race Wrap-Up Meeting – Thursday, May 21, 2015
- Post-Race Awards Party – Tuesday, June 9, 2015



Volunteer Time Commitment:

The committee volunteer positions vary in type, qualifications, and time commitment. Whether you are looking for a leadership volunteer role or want to give back but only have a few hours to give, we have something for everyone!

- Leadership Chair positions require more time commitment and volunteers in these roles can expect to spend 2-3 hours per week during peak Race season.
- Committee Leaders and Members require less time commitment and can expect to spend about 1 hour per week with some positions only requiring Race prep and day-of Race leadership duties.
- Additionally, high work load times vary for each position. For example, the Marketing Committee has the bulk of their work the months prior to the Race, whereas the Operations Committee has the bulk of their work the weeks leading up to the Race.
- Attendance at the Race is critical to its success. (Please do not sign up for a position that requires Race Day involvement if you are unable to attend.)

If you have questions regarding time commitments for each position, please refer to the Committee/Position descriptions or discuss the different opportunities with Erin Hayes, Race & Events Manager, at ehayes@komengreaterfw.org or by phone 817-735-8580 x 17.

How to Join the Race Committee

We are very excited that you are interested in joining the Komen Greater Fort Worth Race for the Cure® Committee! We are confident that this volunteer journey will provide you with a lifetime of memories and meaningful experiences and more importantly, your work will directly impact the women and men in need of breast health services in the Greater Fort Worth community.

Steps to Joining the Race Committee:

1. The first step to joining our committee is to complete our [online volunteer application](#). (Takes about 10 minutes.)
2. After you have finished the application, please complete the [2015 Race Committee Self-Nomination Form](#).
3. Review Committee/Position descriptions (below) to see what interests you!
4. Contact Race Manager, Erin Hayes at 817-735-8580 x17 or ehayes@komengreaterfw.org with your interest.
5. Possible interview by selection committee.
6. If your interests and qualifications match our needs, you will be placed in a position based on your ranked interests.

Selection Process

Based on interest, the selection committee (see table above) will select the best volunteer for the position. The selection is based on past performance and experience. The same volunteer can be selected for the same position as the previous year, if the selection committee feels it is the best person for the position.

Submission and Notification Dates

DATE	ACTION
Monday, August 4th	Nomination forms due for Committee Chairs & Captains
Monday, August 11th	Notifications made for Committee Chairs & Captains Selections
Sunday, August 31st	Nomination forms due for Committee Captains and general Committee Members
Thursday, September 4th	Notifications made for Committee Captains and general Committee Members
Sunday, August 31st	Rolling Nominations and Selections Interested volunteers may submit nomination forms for all open positions. Selections will be made on as needed and rolling basis. Check out our website, www.komengreaterfw.org for all open positions

RACE FOR THE CURE® 2015 COMMITTEE & POSITION DESCRIPTIONS



Committee Roles Defined:

- **Race Chair** – Oversees and coordinates all areas of the Race working alongside the Race Manager. Manages meetings, committees and overall decision making. Represents Race committee in external and internal communications and events.
 - **Committee Chairs** – Oversees and coordinates all areas of that committee. Manages committee meetings, Committee Leaders and general committee members. Ensures all duties are completed as necessary and completes work of open positions on committee. Manages overall decision making for committee and communicates all decisions and committee details to Race Chair, Race Manager and Staff Liaison as necessary.
 - **Committee Leaders** – Coordinates all areas of assigned position. Manages committee members and Race Day volunteers (if applicable). Communicates all decisions and position details with Committee Chair and Staff Liaison as necessary.
 - **Committee Members** – Assists in all areas of that committee. Can help with specific Committee Chair/Committee Leader or committee in general.
-

Marketing/PR Committee

Join these creativity masterminds in developing our communications and brand messaging. Committee members will assist in providing their expertise with securing broadcast, print, outdoor and online media, grassroots campaigns such as blitz days and graphic design. General participant recruitment is the main goal of the committee. Also includes analysis of marketing effectiveness.

**Busiest times = November – March & April*

Photography Leader – Coordinate photography plan and oversee volunteer photographers to cover all areas of the Race. Assist with collecting and organizing all photos post-Race.

**Busiest time = April-week prior to Race and Race Day.*

Corporate Sponsorship Committee

Help open the door to more corporate partnerships. This committee assists with sponsor research, outreach and fulfillment, as well as greeting sponsors at Race day set-up and Race day, ensuring they have everything they need.

National Sponsor Leader – Assist in coordinating all national sponsor needs, fulfillment and donations. Help to recruit new sponsors in the Greater Fort Worth area.

**Busiest time = January – April*

Local Sponsor Leader – Assist in coordinating all local sponsor needs, fulfillment and donations. Help to recruit new sponsors in the Greater Fort Worth area.

**Busiest time = August-November*

Teams Committee

Power in numbers! This committee works on developing and growing the number of teams that register. This includes recruitment (specifically with corporate partners), team captain kick-off events, Team Tailgate (on Race day), team incentives, and assisting with marketing strategies and materials for teams in regards to recruitment and fundraising.

Corporate Teams Leader – Develop and implement a plan for coordinating corporate teams which includes increasing recruitment and fundraising goals and assisting with kick-off events. Requires regular ongoing communications often via email.

Local Teams Leader – Develop and implement a plan for coordinating local teams which includes increasing recruitment and fundraising goals and assisting with kick-off events. Also includes motivating team captains to set goals and providing them with materials and toolkits. Requires regular ongoing communication often via email.

**Busiest Time for above 2 leaders = January – April*

Team Tailgate Leader – Coordinate all Team Tailgate logistics which includes top teams breakfast, giveaways and activities.

**Busiest Time = March – April*

Individual Fundraising Committee

They raise, we praise! This committee recognizes and cultivates relationships with our Pink Honor Roll (i.e. top Race fundraisers) and works to increase fundraising among all participants through the use of incentives and key messaging strategies.

Pink Honor Roll Leader – Coordinate all recognition and cultivation of Pink Honor Roll constituents. Manage tent activation and top fundraising awards. May also assist with phone banking former Pink Honor Roll members.

**Busiest time = February – April*

Gifts/Incentives Leader – Actively solicit businesses for donations to use as fundraising incentives. Provides Race Committee with templates/tools for soliciting for donations. Manage solicitation lists, progress and collected donations. Work with Komen staff to ensure proper acknowledgements are made. Assist with developing and implementing a plan for using incentives effectively in order to gain more fundraising participation.

**Busiest time = January-March*

Fundraising Outreach Leader – Assist with overall fundraising plan and communication which may include reaching out to companies and individuals for their support.

**Busiest time = January-March*

Survivors/Mission Committee

Honor and celebrate our Survivors! This committee works hard to create a celebratory, relaxing area exclusive for breast cancer Survivors! They also assist with overall Survivor participation, recruitment and publicity.

Parade Leader – Coordinate the Survivor parade.

ZTA Leader – Recruit and coordinate all Zeta Tau Alpha volunteers, activities and giveaways on Race Day.

Tent Activation Leader – Coordinate all Survivor tent logistics which includes Survivor breakfast, giveaways and activities.

**Busiest time for above 3 Leaders = February – April*

Outreach Leader – Develop and implement a plan to increase Survivor participation at the Race.

**Busiest time = January – April*

Garden of Hope Leader – Coordinate the Garden of Hope program for Race Day. Organize the sales and distribution of Garden of Hope tulips prior to the Race, as well as the collection of decorated tulips to put on the Route on Race Day. Duties also include finding volunteer groups to decorate extra tulips that are paid for but unclaimed.

**Busiest time = March – April*

Education Committee

We lead from our mission to save lives and end breast cancer forever. This committee helps every committee add educational components to their activities, as well as the Race as a whole.

I AM THE CURE® Leader – Coordinate this Race Day education program that teaches Race participants about breast health messages through rover and cure leader volunteers. Duties include assisting with volunteer recruitment, training and Race Day deployment, as well as managing tent activation and supplies/inventory.

**Busiest time = March – April*

Operations Committee

This committee is comprised of behind the scenes volunteers that make sure everything on Race Day goes off without a hitch!

Décor Leader – Manage all décor requests and overall décor and “pinking” of the Race.

Information Leader – Coordinate info booth and roaming info volunteers which includes logistics, training and supplies.

Shop Komen Leader – Coordinate the Shop Komen tent which includes assisting with ordering, logistics, tent setup and activation, etc.

Race Route Leader – Assist in Race route logistics, which includes setting course marshall/Cureleader/water station positions, start line/finish line management, placing barricades and course signage, marking hazardous areas, etc.

**Busiest time for above 4 leaders = March – April*

Main Stage Leader – Coordinate all aspects of Main Stage Race Day activities, including Race Day entertainment (band), the script for Opening/Closing Ceremonies, etc.

Trophies Leader – Coordinate Race Day awards for competitive runners, including choosing competitive running categories, selecting and ordering awards prior to the Race and distributing awards on Race Day.

**Busiest time for above 2 Leaders = February – March*

Food Leader – Manage inventory, setup and distribution of all food and beverages at the Race.

**Busiest time = April-week prior to Race and Race Day.*