



Getting Started

WE HOPE THIS TOOLKIT HELPS YOU GET STARTED on the path of recruiting, fundraising and engaging your team. Below are steps to engage your entire team and get the ball rolling toward success. We encourage you to share these steps with your teammates, too.

- REGISTER:** Form a new team or celebrate with a previous team by signing up at komencolorado.org/snowshoe-event/. If you didn't make a self donation when you registered, make one now!
- RECRUIT:** Recruit your family, friends, and co-workers. Let them know that registration is open, and they can join your team! Send them a link from your team page to make it easy! With this virtual platform anyone can participate from anywhere!
- FUNDRAISE:** Set a team fundraising goal and talk with your team members about your expectations from each of them and how you're going to achieve this goal. Talk about new ways to rally together to raise critical funds during these new times.
- MONITOR AND CELEBRATE:** Keep track of your team's progress and let them know how you're moving towards your goal. Spotlight team members who are fundraising well and call out the bigger donations. Recognize them on the [2021 Colorado Virtual Snowshoe For The Cure™ Facebook group](#)!
- ENGAGE AND EDUCATE:** Be sure your team knows where to find fundraising information and resources. Encourage them to fundraise using their online personal fundraising pages. Komen staff is always happy to help assist – tweis@komen.org
- CHALLENGE:** Challenge each team member to raise more than they did last year.
- E-MAIL:** Sign into your RunSignUp account to manage your page and send fundraising emails.
- GET SOCIAL:** Connect your Fundraising Page to your Facebook and watch the donations roll in – and encourage your teammates to do the same!
- STRIVE TO BE A TOP TEAM:** The top 3 teams will be recognized through the Event Page, on the Facebook group, and with a special token of appreciation for Komen staff. All individuals who raise \$1,000 or more will receive a custom yard sign.
- BUILD TEAM SPIRIT:** In addition to encouraging your team to fundraise, think about what works best for your team to get them excited about being a part of this amazing event. Choose your favorite trail, nordic center or park to do your favorite winter activity. Take pictures and post to the Facebook group!

