



## **AMBASSADOR HANDBOOK**

# RALLY FOR THE CURE

## GETTING STARTED

Your Rally Event Materials .....	4
Important Reminders .....	5

## EVENT FORMATS

Golf .....	6
Tennis .....	6
Other Ways to Rally .....	7

## EVENT PLANNING STEPS

Promote Your Rally .....	8
Collect Registration Fees .....	8
Order Your Prize Kit .....	9
Event Day Set-Up .....	9
Post Event Wrap-Up .....	9
Returning Prize Kit Items .....	9

## FUNDRAISING

Susan G. Komen® Fundraising Guidelines .....	10
Designating Extra Funds .....	11
Fundraising Ideas .....	11

## BEST PRACTICES

Selecting a Date .....	12
Encouraging Participation .....	12
Event Day Set-Up .....	13

## SPREADING AWARENESS

Fun Ideas .....	14
Survivor Recognition .....	15
Honoring Those We Have Lost .....	15

EVENT CHECKLIST .....	18
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EVENT SCRIPT .....	19
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# WELCOME

**W**elcome to Rally for the Cure! We are excited that you have joined the breast cancer movement by electing to host a Rally event. Over the last 21 years, Rally and its supporters have helped Susan G. Komen® transform the way the world treats breast cancer. The five-year relative survival rates for early stage breast cancer are at 99%. Komen is closer to its goal, but the many forms of breast cancer are not yet cured.

- Cures for the most aggressive and lethal forms of breast cancer – along with prevention – remain elusive.
- In the U.S. alone, about 240,000 people will be diagnosed with breast cancer and 40,000 will die in the coming year.
- Access to quality care and disparities in treatment remain problematic.

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a **Bold Goal** to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$920 million in research and provided more than \$2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 30 countries worldwide. Komen was founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life. That promise has become Komen's promise to all people facing breast cancer.

Visit [komen.org](http://komen.org) or call 1-877 GO KOMEN. Connect with us on social at [ww5.komen.org/social](http://ww5.komen.org/social).

The support and funds generated from your Rally event and others will make a significant difference for millions of people facing breast cancer now and in the future.

# GETTING STARTED

Komen strives to make the event planning process as turnkey as possible for our Ambassadors. This handbook provides an overview of easy planning steps to follow, event materials you will receive, and best practices on how to make the most of your Rally.

We encourage you to read through this handbook before starting to plan your event.

## EVENT SUPPORT

Materials you will receive for your event include:

### Digital Registration Toolkit

- Rally Event Handbook - Emailed
- Digital Participant Sign-up Sheets - Emailed
- A Susan G. Komen Fast Facts document and Bold Goal information sheet (to aid in answering questions from your committee and/or participants about Komen) - Emailed
- Reconciliation form (for any fundraising money you need to mail in. These will be customized based on where you want your funds to be directed – local or national)
- Local business supporter letter template - Emailed
- Donation request letter template - Emailed

## EVENT SUPPORT MATERIALS (MARKETING, GOODY BAG ITEMS, WEARABLES, PRIZING, ETC.)

- A link to a dedicated shopping site will be emailed to you to purchase materials to support your event. This is not live yet (as of March 2017), but is coming soon. Shopping site will include things such as goody bag items, premium gifts and giveaways, event day decorations (Rally banner and balloons).
- Link to shopKomen.com site to download educational materials to hand out to your event participants.

*“We appreciate all of the items you sent us to make this tournament very special and providing a way for us to educate our family, friends and guests about the importance of early detection.”*

*– Rally Ambassador Kathy Cornelius,  
Omni Barton Creek Lakeside, Spicewood, TX.*

# IMPORTANT REMINDERS

**Komen greatly appreciates your support and commitment to host an event. Below are some important reminders to keep in mind as you get started.**

- Event promotion is key to a successful event and will drive participation. Start promoting your event a minimum of one month from your date.
- Utilize the Best Practices on page 12 to promote your event effectively.
- Select a rain date. Weather can play a factor in an event taking place. To be safe, select an alternate date and promote it in your materials.
- Leverage your club's social media pages to generate further awareness for your event.
- You can use the sign-up sheets to get interested parties to sign up to participate.
- Please use the provided reconciliation form to send in your funds raised. Please do not send cash.
- A donation letter and local business support letter will be provided to you at the onset of your event registration that you can use to go to businesses for sponsorship or donated items.
- Donation checks must be made payable to Susan G. Komen.

## QUESTIONS?

To speak directly to a Komen representative at any time throughout your planning process, call 1.800.327.6811 Mon.- Fri. 8:30 a.m. - 4:30 p.m. CST or email [rallyforthecure@komen.org](mailto:rallyforthecure@komen.org)



# EVENT FORMATS

## GOLF FORMATS

### THE RALLY SKILLS CHALLENGE

The Rally Skills Challenge is a simple contest that can be dropped into a regular day of play or a golf tournament. You select the hole and challenge that best suits your field.

Examples include:

- A closest-to-the-pin contest on a par-3 (*the traditional Rally Golf format and most popular*)
- Longest drive on your favorite par-5
- Most number of birdies in a round
- Chipping or putting contest on the practice range before or after a round

\*A fundraising element can be added to all of these challenges. For example, give \$20 to compete in the closest to the pin challenge, winner get's half the pot, the rest is a donation.

## TENNIS FORMATS

- A "Beat the Pro" Contest (*the traditional Rally Tennis format and most popular*)

Invite your Tennis Pro to implement a simple skills challenge or contest where the players compete against the Pro to win.

- **Round Robin**  
Split into groups (*usually 4-5 players*). Each player plays against every other player in his or her group, guaranteeing the player a set number of matches.
- **Social Mixers**  
A fun get together with a theme such as Friday Night Lights, a Member/Guest, Racquet Demo Day, Night at the Nets.
- **Ladder League**  
Player names are arranged like rungs of a ladder. Players challenge one another to a match. As a player wins or loses, the player moves up or down in position on the ladder. The goal of the tennis ladder is to be at the top.



## OTHER WAYS TO RALLY

While the traditional way to Rally is on the golf course or tennis court, the Rally component can be easily dropped into other activities or social gatherings.

Examples include:

### Fitness

- Pilates
- Yoga
- Swimming
- Team sports – Soccer, Softball, Volleyball

### Social

- Bunco
- Bridge
- Live or silent auctions
- A Cook Off
- Cocktail Party
- Dance-a-thon
- Fashion Show with a local retailer





# EVENT PLANNING STEPS

**Follow these steps when planning your Rally event. Keep in mind that promotion of your event is key and will drive participation.**

## STEP 1: PROMOTE YOUR RALLY EVENT

- You can purchase or download a customizable Rally poster and sign-up sheet in the online Rally shop, coming soon.
- Hang the poster and sign-up sheets in high-traffic areas such as club locker rooms, the Pro Shop, snack bar or entryway to notify members about the upcoming event.
- Send out a Save the Date announcement via email, or evite and/or club newsletter.
- Post event details on your club's Facebook and Twitter pages.
- Ask club officers to announce the event at a general meeting or club assembly.
- Ask your club Pro to add the event to league calendars.

## STEP 2: MAKE A DONATION TO REGISTER

Implement a \$10, \$20 or \$30 donation (tax deductible) to participate in a Rally event.

Ways to collect your donations to register prior to your event include:

- Leave a box in the Pro Shop for participants to drop their checks off.
- Set up a payment station. Promote a day, time and location for people to drop off their checks. Make sure all checks are made payable to Susan G. Komen in order to receive a tax receipt.
- Attend a general meeting and collect fees at the beginning or end.

*“Seven years ago, we created the Indian Tree Rally for the Cure and have raised over \$31,000 for the people battling breast cancer in Colorado. It has been an amazing journey and our committee of dedicated women have truly made it fun and a great event.”*

*– Rally Ambassador & LPGA Teaching Professional Ann Wolta Blackstone, Indian Tree Golf Course, Arvada, CO.*



### STEP 3: GATHER SUPPLIES

- The Rally Shop is available for you to purchase everything Rally branded that you may need. Everything from party supplies to event day prize options to enhance your fundraising efforts.
- The site will also have the ability to create custom materials if you should need something personalized to your event.

### STEP 4: EVENT DAY SET-UP

- Decorate the entrance to your club, Pro Shop or locker rooms with purchased decorations, including balloons, banner and other pink decorations to excite participants upon their arrival.
- Establish a check-in/welcome area where participants can obtain an event itinerary
- Review event day tasks and format with support staff.
- Ask a staff member to take pictures to capture the spirit of your event.
- Coordinate a mission moment. Invite a club or staff member who has been impacted by breast cancer to speak at your event.
- Kick off the event with a quick welcome address and be sure to thank people for participating.

### STEP 5: POST EVENT WRAP-UP

- Tally the donation checks. Checks from those activities must be made payable to Susan G. Komen.
- Place all checks in an envelope and record the totals as outlined on the reconciliation form provided to you upon registering.
- Your reconciliation form address is tied to the local or national office you chose upon registering, to designate your funds. If you did this in error, or changed your mind, please reach out to your Susan G. Komen representative to get a different form.
- Place the reconciliation form and fundraising checks in an envelope and drop in the mail.
- Keep in touch along the way with your Susan G. Komen representative to let them know how your event went and that the donations have been sent.





# FUNDRAISING

**If you are fundraising for Susan G. Komen at your Rally event, please review Komen's guidelines to ensure your fundraising activities comply.**

## SUSAN G. KOMEN FUNDRAISING GUIDELINES

1. You must comply with all applicable laws (e.g. lottery laws, raffle laws, sales and use tax laws, etc.) and file, post or obtain required registrations, bonds, permits, releases, consents, licenses and approvals. You may use the fundraising materials Komen makes available to you solely to promote your event. You may not alter or modify the fundraising materials in any way. In addition, you may not use Komen's signature logo, Rally for the Cure® trademark, Running Ribbon, or any of Komen's other trademarks in any way, including, but not limited to, using them on materials you create to promote your event. You agree that no other organizations shall profit or benefit from your Rally for the Cure fundraising activity without prior approval.
2. On any promotional materials advertising the "fundraising activities," you must clearly state that 100% of the donations received will be donated to Susan G. Komen).
3. Please make it known to participants that checks may only be made payable to "Susan G. Komen". Upon completion of your fundraising activities, please remit all donations and fundraising activity proceeds collected at the Rally event to Susan G. Komen along with the reconciliation form outlining all donations received. Komen's address, for either your local affiliate or National Headquarters, is located on your reconciliation form and is based on the entity you selected during registration. If you want to change your designation, please reach out to your Susan G. Komen representative or email [rallyfortheCure@komen.org](mailto:rallyfortheCure@komen.org) and request a new form.

## DESIGNATING EXTRA FUNDS

You have the option to keep your funds local or allocate them to Komen's National Headquarters.

## HOW TO DESIGNATE YOUR FUNDS

During registration, select either your Komen affiliate or Komen's National Headquarters. If you wish to change your designation, reach out to your Komen representative or email [rallyforthecure@komen.org](mailto:rallyforthecure@komen.org).

## FUNDRAISING IDEAS

Fundraising does not need to be elaborate. It can be as simple as charging a small registration fee or passing a can at the end of a round or match. Below are some fun ways past Rally Ambassadors have raised extra dollars at their event.



## GOLF

- **Pro Shot** – Request a small donation for the Golf Pro to hit a player's ball off the tee.
- **Mulligan Men** – Station male golfers at a few of your course's challenging holes. For at least a \$10.00 donation, the Mulligan Man can hit the ladies tee shot.
- **Birdie Bank** – Display a pink piggy bank in your Pro Shop the week leading up to your Rally event. Invite golfers to place a dollar in the bank for each birdie they made during their round.
- **Hole Contributor** – Invite local businesses or members to sponsor a hole. Post signage highlighting the hole contributor at each hole. Use your hole contributor letter template provided to you upon registering.
- **Pink Pennants** – Sells pennants in Pro Shop weeks leading up to your event. Invite members to purchase a pennant in honor of a loved one. Hang the pennants throughout the Pro Shop to draw awareness to the event.

## TENNIS

- **Court Contributor** – Invite a local business to obtain the court for your event. Post signage around the court highlighting the local contributor's name. Use your local contributor template provided to you upon registering.
- **Do-Over** – Pre-sell a third serve or extra foot fault.
- **Pro-Point** – Sell the opportunity to have your club pro play a point for you or your partner.
- **In Memory Of** – Sell pink tennis balls at your event and encourage players to write the name of a survivor or loved one battling breast cancer on the ball. Insert the balls in the chain link fence surrounding the court to form a pink ribbon or the word 'HOPE'.





# BEST PRACTICES

**This section provides tips from past Rally Ambassadors to consider when planning your event.**

## SELECTING A DATE

- Choose a day of the week and/or time of day that tends to be the most popular playing times for your members.
- Consult your club and/or league calendar. Select a date when there are few tournaments or events to ensure maximum participation.



## ENCOURAGING PARTICIPATION

In addition to publicizing your event, consider some of these ideas to attract participants.

- Establish event as a Member/Guest.
- Make it coed. Men want to support the cause too!
- Display past event pictures near the sign-up sheet to generate excitement. If no past event pictures, display a donated or purchased event prize by the sign-up sheet.
- Ask your Golf/Tennis Pro to wear pink leading up to the event to generate interest.
- Use more than one sign-up sheet. Post them in multiple locations throughout the club.
- Set a sign-up deadline. Include a drawing for a prize among participants who sign up by the deadline.
- Ask your club pro to share the event details on their Facebook and Twitter pages.
- Invite junior golfers and/or tennis players to participate.

## EVENT DAY SET-UP

Consider these tips to make setting up for your event a snap:

- Invite friends, family and club staff to help with set-up.
- Divide set-up tasks among volunteers to ensure it goes smoothly.
- Work with your club general manager or groundskeeper to establish a welcome/check-in area.
- Assemble your Rally goody bags prior to event day.



“ Our group was small – 10 players...so we invited non-golfers to join us for a 10th Hole Happy Hour...light snacks and a cash bar resulted in little to no organizing. We ended up with about 25-30 additional women. ”

– Rally Ambassador Sue Mckee,  
Monmouth Country Club, Monmouth, IL.





## SPREADING AWARENESS

**Celebrating breast cancer survivors, honoring those we have lost and educating women about early detection is a common theme of each Rally. Here are some unique ways to celebrate, honor and educate your participants.**

### FUN IDEAS

- **Golf Cart Decoration** – Encourage participants to decorate their golf carts with pink streamers, balloons or feather boas.
- **Pink Tee Markers** – Ask your Golf Pro to put special pink tee markers at each hole. Use pink flags, blocks or traffic cones.
- **Pink Ribbon Display** – Ask your grounds keeper to paint a pink ribbon on one of the fairways, cart paths or tennis courts.
- **Pinks vs. Whites** – Designate teams by asking players to wear pink or white clothing.
- **Locker Room Décor** – Place pink ribbons, soaps and pink hand towels throughout the locker room.
- **Breast Cancer Quiz** – Have members take a brief quiz about breast cancer at the beginning of the event. Reveal the answers at the end of the event. Award a prize to those who answered all the questions correctly.
- **A Powerful Reminder** – A woman is diagnosed with breast cancer every 2 minutes. Make your group aware of this by ringing a bell or blowing a whistle every 2 minutes throughout the event.
- **Boobie Prize** – Award a fun prize to anyone who has had a recent screening.
- **Promise Pledge** – Invite guests to sign a pledge promising they will get their annual screening. A few months following the event, send an email out to your participants to see who has kept that promise.

## SURVIVOR RECOGNITION

Survivors are the face of hope for those touched by this disease and remind us all why it is important to support the fight against breast cancer. Incorporate some of these ideas to recognize survivors at your event:

- **Honorary First Serve or Tee Off** – Invite a survivor to open the event by hitting the first serve or being the first to tee off.
- **Survivor Pin** – Give each survivor a special pink ribbon pin to wear at the event.
- **Survivor Centerpieces** – If hosting a luncheon, decorate the room or tables with small bouquets of pink roses in the name of a breast cancer survivor in your group or community.
- **Commemorative Pin Flag or Banner** – Invite all participants to sign the Rally pin flag or banner. Present it to a breast cancer survivor the day of your event.



## HONORING THOSE WE HAVE LOST

Display a tribute to friends, family and club members who have lost the fight against breast cancer. Unique ways to do this include:

- **In Honor of... Pennants** – Line your cart path or court with pink pennants listing the names of loved ones.
- **I Play For... Dedication** – Invite players to dedicate their round or match to a loved one struck by breast cancer. Write the names on a pink ribbon cut out and display in your clubhouse.
- **Memory Tree** – Decorate a mini tree with pink ribbons and ornaments named after loved ones who have passed.
- **Moment of Silence** – Mark the passing of loved ones with a brief moment of silence at the beginning or conclusion of your event.
- **Balloon Release** – Release balloons at the beginning or end of your event to honor those we have lost to breast cancer.

## SHARE YOUR EVENT PHOTOS

We love to receive stories and photos from your event for possible use in future Rally materials. Email your pictures and ideas to [rallyfortheure@komen.org](mailto:rallyfortheure@komen.org) or post them on our social media pages.



[Facebook.com/pages/Rally-for-the-cure](https://Facebook.com/pages/Rally-for-the-cure)



[Pinterest.com/rallyfortheure/boards](https://Pinterest.com/rallyfortheure/boards)



[Twitter.com/rallyfortheure](https://Twitter.com/rallyfortheure)



[Instagram.com/rallyfortheure](https://Instagram.com/rallyfortheure)

PLEASE NOTE: If you share photos or stories from your Rally event, you have consented to the unrestricted use by Rally, its affiliates and others it may authorize, to use the photos, stories and/or quotes for editorial purposes and/or purposes of advertising or trade including, without limitation, for any and all Rally advertising or promotional uses, throughout the world, in all media now in existence or hereafter developed.

## NOTES

[illegible]

## NOTES

[illegible]

# EVENT CHECKLIST

Use this checklist to aid in your event planning process. Not all tasks may apply to your event but it is a useful guide for organizing your golf, tennis or social event.

## ONE MONTH PRIOR TO YOUR EVENT

- ☐ Purchase items from the online Rally store to support your event. Coming soon!
- ☐ Email event announcement to club members, family and friends to encourage them to mark their calendars.
- ☐ Post your participant sign-up sheet and collect the registration fees, which will be your first donations.
- ☐ Customize and submit a press release to local newspapers, radio or television stations to generate excitement and support within your community.

## TWO WEEKS PRIOR TO YOUR EVENT

- ☐ Designate a contest for your event. Implement a fun skills challenge such as a closest-to-the-pin on your favorite par-3, fastest serve on the tennis court or simply plan to award a prize via a random drawing. If you collect donations for these challenges, the prize can be winning half the prize money, with the other half going to Komen.
- ☐ Send out a reminder email to encourage any last minute sign-ups.
- ☐ Consider downloading or ordering printed educational materials from [shopkomen.com](http://shopkomen.com) under the "Educational Materials" section to add to your goody bags each participant will receive. Review event day tasks and format with support staff. Assign jobs such as Greeter, Check-in Coordinator, Volunteer Coordinator and/or Photographer.

## DAY OF THE EVENT

- ☐ Decorate the club entrance, Pro Shop or locker rooms with Rally balloons and other supplies to excite participants upon their arrival.
- ☐ Kick off the event with a quick welcome address and be sure to thank everyone for participating.



# EVENT SCRIPT

## SAMPLE WELCOME ADDRESS

“Welcome...thank you for taking the time out of your busy lives to Rally with us...and for supporting the fight against breast cancer...”

“Breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer-related deaths among women in the U.S...”

“This year, in the U.S. alone, 232,000 will be diagnosed with breast cancer and 40,000 will die...”

“Access to quality care for low-resource women remains problematic. Disparities in treatment remain, leading to deaths that might have been prevented. Cures for the most aggressive and lethal forms of the disease along with prevention remain elusive...”

“With more awareness, education and research...we will win the fight against breast cancer!”

“Thank you for making a commitment to Rally today...let’s get started!”

## SAMPLE SURVIVOR RECOGNITION

“How many of you are breast cancer survivors?...Please raise your hand...”

“Survivors are the face of hope. Today, millions of women and men are living with breast cancer with more options, and more hope, than at any time in our history...”

“Please join us in honoring our breast cancer survivors...”

## SAMPLE CLOSING REMARKS

“Thank you for taking part in this amazing event...”

“The support and awareness you raised through Rally will go a long way toward helping Susan G. Komen advance their mission to end breast cancer.”

“We would like to take a moment to acknowledge the generous support of *(list local companies that have made contributions if applicable)*...”

“...and of course a huge thank you to *(list club Pro, staff names, committee members)*”

**Use this sample script to aid in addressing your participants the day of your event. Please review this prior to your event. It is best presented by you or your club Pro. Feel free to personalize based on your event.**



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ph: 1.800.327.6811 web: [www.rallyforthe cure.com](http://www.rallyforthe cure.com) email: [rallyforthe cure@komen.org](mailto:rallyforthe cure@komen.org)

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