

3Strands Global Foundation Break Free Run Team Captains

TEAM CAPTAIN INFORMATION

What is included in the Team Packet?

- Registration Information
- Fundraising and Donation Information
- Social Media Tips
- Team Captain Prizes
- Sample Letter - Recruiting Team Members
- Sample Letter - Request for Donation
- Team Roster Sheet

What is a Team?

A team is any group of 2 or more friends, family members or co-workers. Team members can include all ages and levels of fitness, and can be any combination of runners, walkers and virtual runners.

What am I responsible for as a Team Captain?

- Create your team while registering for the event (see instructions below)
- Encourage friends, family and co-workers to join your team and register for the event
- Encourage your team to fundraise along with you

REGISTRATION INFORMATION

How do I register my Team?

Captains must register first in order to set up a team online and then team members can join. Note: Everyone registering online gets their own personal participant page.

1. Go to www.3sgf.org/races and select your city.
2. Click "Register" and select registration option: Team
3. Click "Create A Team" and enter your team name and information
4. Complete Registration

How do participants join my team?

1. Go to www.3sgf.org/races and select your city
2. Click "Register" and select registration option: Team
3. Click "Join A Team" and search for Team Name
4. Complete Registration

It is important that you check your email to complete the personal participant page setup. All funds raised by individual team members count towards the team goal.

FUNDRAISING INFORMATION

Donations & Fundraising

Set a personal fundraising goal. (Keep in mind this is a goal, not a mandate.) When you register to participate online at www.3sgf.org/races, you will receive a personalized participant page for fundraising. Remind your team that the proceeds from the Break Free Run will help fund prevention education and reintegration programs.

Fundraising Without Running/Walking at the Event

It is possible for your friends, family and co-workers to join your team and help fundraise without registering to run or walk at the event.

To Create a Personal Fundraising Page:

1. Go to <http://3strandsglobalfoundation.org/races/donate/>
2. Click on the city of your choice
3. Click "Create a Page"
4. Enter personal information
5. Create a title for your page (this is typically your first and last name)
6. Enter fundraising goal and edit the story provided if you choose
7. Select your team and add a photo or video if you choose
8. Click "Create Page" and begin fundraising!

Fundraising 101

Quick Ways to Fundraise!

- Ask two friends to donate \$25 each
- Donate \$25 and have your company match your donation
- Ask two family members to donate \$25 each
- Ask 5 co-workers to donate \$10 each
- Ask your Facebook friends to donate \$5 or \$10 each

Donation Information

Donations and Fundraising online are easy and efficient ways to raise money to join the fight to end human trafficking. Friends, family and coworkers can check back often to see your progress.

To Donate Online:

1. Go to www.3sgf.org/races/donate/
2. Choose your city
3. Enter your donation amount on the right to make a general donation, or type in the participant you would like to donate towards in the box on the left
4. Complete donation.

SOCIAL MEDIA TIPS

Join Us on Facebook

1. Visit <http://www.facebook.com>
2. Search for the Break Free Run
3. Press "Like" to support us and our cause
4. Write comments about the event, view our photos, and connect with others

Use your Facebook as a Recruiting Tool

Change your profile and cover photos:

1. Login to your personal Facebook account at <http://www.facebook.com>
2. Upload the Break Free Team Run Captain images to FB profile and cover (these images are located at www.3sgf.org/races/teams/)

RSVP to the 3Strands Global Foundation Break Free Run Event you are attending:

1. Login to your personal Facebook account.
2. Search for Break Free Run page
3. Click on "More" and then "Events"
4. Select the Break Free Run Event you will participating in (Folsom, San Diego or Oakland)
5. RSVP at the top of the page; Going

Invite your Friends to the Event:

1. After you RSVP, click "Invite"
2. Select the friends you would like to invite
3. Click "Send Invite"
4. Follow up with personal messages to your friends about the Break Free Run event with a hyperlink to the registration website (www.3sgf.org/races/) and be sure to give them your team name

TEAM CAPTAIN PRIZES

- Largest team: \$25 Starbucks gift card, 3 Strands bracelet, Break Free Run hat and shirt
- Largest fundraising team: \$25 Starbucks gift card, 3 Strands bracelet, Break Free Run hat and shirt
- Teams 100+: \$50 Amazon gift card, 3 Strands bracelet and entry into drawing to sound the race bullhorn
- Teams 50+: \$25 Starbucks gift card, 3 Strands bracelet and Break Free Run hat
- Teams 10+: 3 Strands bracelet and Break Free Run hat

QUESTIONS

Email Carrie @ carriej@3sgf.org

Sample RECRUITING TEAM MEMBERS LETTER

Dear Friends,

It's time again to participate in 3STRANDS GLOBAL FOUNDATION BREAK FREE RUN! I am organizing a team, [TEAM NAME], for this year's BREAK FREE RUN in [CITY], supporting the fight to end Human Trafficking. I would love to have you join me and DO SOMETHING to end human trafficking.

The 3STRANDS GLOBAL FOUNDATION BREAK FREE RUN will be held on [RACE DAY] and team members can sign up for a 5K or 10k run. It is very easy to join [TEAM NAME]. You can register online at <http://www.3sgf.org/races/>. After the race, there will be a post-race family festival with a Kids Zone, live entertainment and your local favorite foods.

This year, [TEAM NAME], has set a fundraising goal of [\$]. If you are not able to participate in this year's race, please consider making a donation or being a virtual runner to help support our team. You can donate online at www.3sgf.org/races/donate.

No one can combat human trafficking alone, but together, we are stronger and can raise funds to combat human trafficking through prevention, recovery, restoration and reintegration programs. Please feel free to contact me [YOUR CONTACT INFO] if you have any questions. I can't wait to see you there!

Sincerely,

[NAME]

Team Captain

Sample REQUEST FOR DONATION LETTER

Dear Friends and Family,

I am participating in the 3STRANDS GLOBAL FOUNDATION BREAK FREE RUN in [CITY], supporting the fight to end human trafficking on [RACE DAY], and I am asking for your support.

Please consider donating to sponsor me as I [run / walk] in support of combatting human trafficking. My personal fundraising goal is [\$]. Just \$25 from you can help me reach this goal. If you would like to join me on [RACE DAY] or want to learn more about DOING SOMETHING to join the fight to end human trafficking, please visit www.3sgf.org.

I feel passionately about this cause and hope you will join me in this fight. Every person who runs, walks, donates or volunteers is helping to combat human trafficking.

Thank you for your support!

Sincerely,

[NAME]

Team Captain