



# reach& RAISE

YOGA FOR A REASON

## TEAM CAPTAIN GUIDE





Thank you for your interest in becoming a team captain for [Living Beyond Breast Cancer's Reach & Raise](#)! As a captain, you'll build and inspire your team to raise funds for and awareness of Living Beyond Breast Cancer's (LBBC) programs and services. You and your team members are the most important part of making this event successful.

[LBBC's Reach & Raise](#) isn't your traditional fundraising event. We combine a large, outdoor yoga class, live music and a Healthy Living Expo at unique and iconic locations. Many of our past participants tell us the event is about inspiration, support and connection—all for a good cause. It's Yoga for a Reason!

## About Living Beyond Breast Cancer

Living Beyond Breast Cancer was founded in 1991 with a mission to connect people with trusted breast cancer information and a community of support. Today, we impact over 500,000 people annually through our programs and services, which are designed for both those diagnosed with breast cancer and their loved ones.

## Breast Cancer Facts

- 1 in 8 women will be affected by breast cancer in their lifetime.
- Breast cancer is not a single disease, but a group of diseases.
- There are different stages and types of breast cancer that each requires different treatments. Metastatic, or stage IV, for example is when the disease spreads to other areas of the body outside of the breast.
- Every year more than 230,000 new cases of invasive breast cancer are diagnosed.
- As a Reach & Raise team captain, your fundraising efforts will help LBBC connect more people affected by breast cancer with our programs and services.





# Get Started!

Fundraising for [Living Beyond Breast Cancer's Reach & Raise](#) is easier than you may think—especially when you have team support. We've compiled some tips and tricks to help maximize your impact:

- **Send emails.** The number one reason why people don't give money is because they weren't asked! So log in to your Participant Center and upload your email contact list—include your friends, family, co-workers, teammates and anyone else who may want to support you.
- **Matching gifts.** Many companies have matching gift programs where they match, dollar for dollar (sometimes more), the amount of money an employee donates. Just ask your HR department if your company participates in this program, and your impact can be doubled! Remind your team members and donors to also ask their employers.

You're  
Making A  
Difference



# Take it to the next step!

- **Personalize your team's fundraising HQ.** Log in to your Participant Center to add your own pictures and story about why you and your team are participating in Living Beyond Breast Cancer's Reach & Raise. Our official tagline is **Yoga for a Reason**. This is your chance to share your reason—the more personalized, the better.
- **Grow your team!** Invite and encourage your friends, family, fellow yogis and co-workers to join your team. The more, the merrier and the bigger impact.
- **Set a goal.** The average Reach & Raise team has 9 members who raise a total of \$3,500. Think you can do better? Setting a goal gives you motivation and cause for celebration when you beat it! You can change or update your goal by logging in to your Participant Center.
- **Stay updated.** Like us on [Facebook](#), follow us on [Twitter](#) (@LivingBeyondBC) and find us on [Instagram](#) (@LivingbeyondBC) for the latest event news.
- **Promote your efforts via social media.** Share your reason for participating in LBBC's Reach & Raise and encourage your teammates to do the same!



# Fundraising Ideas

You've asked for it and we listened! We compiled our most successful and fun fundraising ideas below:

- **Sell stuff.** Consider selling custom T-shirts, silicone bracelets, stickers, pins, ribbons—be creative! Create a pop-up shop at school, work, community centers or even at your house.
- **Get your company in on the FUN.** Get the boss to approve a dress-down day for anyone who donates \$5 to your Reach & Raise team.
- **Food, food & more food.** Everyone has to eat! Hold a bake sale, pizza party or ice cream social. Set up shop at the neighborhood playing field or cafeteria.
- **'Brown Bag Days.'** Challenge your co-workers to bring a brown bag lunch and donate the cost of what they would have spent at a restaurant or in the cafeteria to your team.
- **Happy Hour.** Talk to the manager of your favorite restaurant or pub. Organize a happy hour and invite everyone you know. The bar might charge \$10 per person; you charge \$20 and put the difference toward your fundraising total.
- **Karma Classes.** What is it? It's when a yoga teacher donates his or her time and services to teach a class at a studio and participants donate whatever they can. Most will donate at least the cost of a typical class.
- **Host a 'Barefoot Ball.'** A great way to connect with your community! All you need is an open space, a yoga instructor (s) and a group of people who want to practice yoga for a small donation to your Reach & Raise team.





# Event Reminders

- Reach & Raise is held rain or shine but check the weather before the event.
- Each of our event spaces is unique and requires your flexibility to make it work. We may ask that you put your yoga mats closer than you normally would to ensure we have enough space for everyone, but hey—that's how you make new friends.
- To cut down on participants reserving spots, we ask that your team arrive together.



If you need help—whether it's advice or technical assistance—the Reach & Raise team is here to help you reach your fundraising goals. **Call Margaret at (484) 434-8301 or email us at [yoga@lbbc.org](mailto:yoga@lbbc.org).**

But most important—**thank you** for supporting LBBC's mission of connecting people with trusted breast cancer information and a community of support. Every dollar you and your team raise helps us get one step closer to our vision of a world where no one impacted by breast cancer feels uninformed or alone.