Susan G. Komen Ozark
MORE THAN PINK Walk™
April 25, 2020
Pinnacle Hills Promenade | Rogers, AR
Register at www.komenozark.org
Thank you so much for making the commitment to form a team for the Susan G. Komen Ozark MORE THAN PINK Walk™.

This Team Captain Toolkit is a resource to help you create and manage a successful team, with tips for recruiting team members and leading them in their fundraising efforts.

You are important to the work that Komen Ozark does because we rely on our teams to fund a large portion of the work we do serving local women and men who need breast health services.

Your leadership and hard work will ensure the success of the Walk, bringing us all closer to ending breast cancer forever!

Thank you again for your passion and support. We will see you at the start line on Saturday, April 25th!

KOMEN OZARK MORE THAN PINK Walk™
Last year Komen Ozark introduced the MORE THAN PINK Walk in Northwest Arkansas to great success! The MORE THAN PINK Walk is an experience that energizes our community around the lifesaving work your support is making possible.

The Walk increases participants’ connection to our work beyond breast cancer awareness. At the MORE THAN PINK Walk participants have the opportunity to learn how Komen Ozark is investing in RESEARCH, CARE, COMMUNITY, and ACTION by visiting interactive tents set up on the venue. Survivors and those living with breast cancer will kick off the event as they walk through the Pathway of Hope to the stage area, where everyone will come together for a brief program before the Walk kick off. The MORE THAN PINK Walk is family and pet friendly, and participants will also enjoy visiting with our wonderful sponsors before and after the event!

Together we are a community of people who want to do more: more for our communities, more for those living with breast cancer- including metastatic breast cancer- and more for research and action to find the cures. RESEARCH, CARE, COMMUNITY and ACTION. Your support makes it possible.
The walk attracted over 3,000 participants and raised over $750,000 in 2019. With activities for ALL ages and a Parade featuring Survivors and women living with breast cancer, this is truly a MORE THAN PINK Walk.

The Komen Ozark Affiliate plays a critical role in creating a world without breast cancer. We work to ensure that every person to have access to breast health education and breast cancer screening, treatment, and support. We believe that your zip code or financial situation should not determine whether you live or die from breast cancer.

Since the inception in 1998, the Ozark Affiliate has awarded $11.3 million to local organizations to provide health services to uninsured and underinsured men and women in our 10-county service area. In addition to the $11.3 million funded locally, over $3.9 million has been invested in Komen National's research and awards program in search of finding the cures. That means Komen Ozark has invested over $15 Million to end breast cancer forever!

TEAM CAPTAIN’S CHECKLIST

• I have distributed information materials to team members, friends, family, coworkers, etc.
• I encouraged team members to register for the Virtual Walk if they cannot attend the Walk
• I am monitoring my team’s progress and continuing to recruit and encourage fundraising.
• I have encouraged every member of my team to raise more than they did last year
• I have marked my calendar for t-shirt pick-up at the Pinnacle Hills Promenade Mall Walk office beginning Friday, April 17th
• I have established a meeting area on Walk day for my team, and I have let them know where and when to meet
Potential team members are everywhere. Our community is full of people who would be happy to join you in the fight against breast cancer. Corporations, organizations, places of worship, schools, hospitals, friends, family members and neighbors can join your team.

Tips for recruiting new team members:

- **Setup a company team** and have a friendly competition for participants between corporate departments, family members, or schools. Publicize your team in a company or club newsletter.

- **Customize your Walk Participant Center** to share a personal story and photo. Email friends, family and co-workers a link to your team’s web page, asking them to join your team.

- **Host a Team Kick-Off party** where your guests can learn about the Walk and join your team.

- **Recruit co-captains** to help spread the word about joining your team.

- **Host a registration table** at your work, school or place of worship.

- **Start a fundraiser on Facebook** by adding the MORE THAN PINK Walk fundraiser to your Facebook page.

- **Include a link to your Participant Center** on all of your social networking sites.

- **Post team registration flyers everywhere you go** your gym, coffee house, medical office and around your neighborhood.

- **Use the MORE THAN PINK Walk app** to send out emails, text messages and post to your social media pages.

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**VIRTUAL WALKER**

Even if you cannot make it to the MORE THAN PINK Walk™, you can still make a difference by registering as a Virtual Walk participant through Sunday, April 26th! You will receive a Walk t-shirt.
TEAM CAPTAIN TOOLS

PARTICIPANT CENTER

As a Team Captain you will want to set up your Participant Center. You can do this by going to www.komenozark.org and clicking on the Events Tab. Under the Events Tab, select MORE THAN PINK WALK. This will bring up your Participant Center. From the Participant Center you are able to set up your personal web page (customizing your story and personal photos), send emails to friends, family, co-workers and connect with friends on Facebook. Be sure to check your Participant Center often for new donations and messages.

FACEBOOK APP

Did you know that you can raise money for this year’s Komen Ozark MORE THAN PINK Walk™ through Facebook? By adding the Komen Ozark MORE THAN PINK Walk™ fundraising application to your Facebook page, you can easily extend your fundraising efforts to your network of friends on Facebook. Simply login to your Participant Center, click on “Fundraise Through Facebook” and follow directions to start. Make sure to invite your Facebook friends to your fundraiser.

SGK FUNDRAISE MOBILE APP

Download our FREE mobile app to help boost your fundraising efforts. You can log in with your Walk username and password, making it possible to send emails, text messages, Tweets and Facebook updates! Simply go to the app store and download the "MORE THAN PINK Walk“ app, login and get started.
Team V.I.Pink Area

Our Top Fundraisers and Teams will have exclusive access to the VIPink Area! The VIPink Area is an area with special snacks and activities for top fundraisers.

Top Teams:
Teams who raise a minimum of $2,500 can gather before the Walk to be pampered and meet afterwards to celebrate.

Top Individuals:
Top Individuals fundraisers who raise over $1,000 will also get to join the fun at the VIPink area.

Contact Us
info@komenozark.org
479-750-7465
403 W. Maple Ave.
Springdale, AR 72764

Mail Donations To
Komen Ozark
PO Box 309
Springdale, AR 72764

Fundraising Recognition Items

Susan G. Komen MORE THAN PINK Walk® participants at the fundraising levels above will be eligible to redeem one item at or below the level achieved. Fundraising recognition items are not cumulative. Limit one item per earner. Redemption certificate must be redeemed within four weeks of receipt.
# 2019 MORE THAN PINK Walk TOP 20 TEAMS

<table>
<thead>
<tr>
<th>TEAM NAME</th>
<th>NAME</th>
<th>DONATION AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart STORES- Retail CUREsaders</td>
<td>Tiffany Lowe</td>
<td>$134,364.88</td>
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<tr>
<td>Clubbin’ With Komen</td>
<td>Brandon Nikolish</td>
<td>$78,939.08</td>
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<tr>
<td>Walmart Realty/Central Ops</td>
<td>KyLynn Krampf</td>
<td>$66,853.82</td>
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<tr>
<td>Spring into Action</td>
<td>Richard Hays</td>
<td>$36,246.40</td>
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<tr>
<td>Global Business Services</td>
<td>Joe Park</td>
<td>$22,235.81</td>
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<tr>
<td>WM Transportation</td>
<td>Melinda Murphy</td>
<td>$17,237.93</td>
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<td>Georgia's Peaches</td>
<td>Melinda Allen</td>
<td>$15,762.60</td>
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<tr>
<td>Central Operations - Team Biram</td>
<td>Jaclyn Moreda</td>
<td>$14,479.81</td>
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<tr>
<td>MANA Breast Center</td>
<td>Morgan Ludwick</td>
<td>$12,025.18</td>
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<tr>
<td>Cheryl's Crusaders</td>
<td>Cheryl Nichols</td>
<td>$6,772.00</td>
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<tr>
<td>Mammo Grammies</td>
<td>Dee Harbaugh</td>
<td>$6,742.40</td>
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<tr>
<td>IRISH for a Cure!</td>
<td>Maureen Gulick</td>
<td>$5,291.40</td>
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<tr>
<td>General Mills 2019</td>
<td>Shelby Mohs</td>
<td>$5,109.60</td>
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<tr>
<td>Claire's Pink Jambalaya</td>
<td>Samathia Tedder</td>
<td>$5,000.00</td>
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<tr>
<td>Ta Ta Warriors</td>
<td>Tiffany Blankenship</td>
<td>$5,000.00</td>
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<tr>
<td>Advantage Solutions</td>
<td>Robyn Sanders</td>
<td>$4,923.20</td>
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<tr>
<td>Susan's Champions</td>
<td>Susan Hagensicker</td>
<td>$4,259.35</td>
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<tr>
<td>Kaky's Krew</td>
<td>Lisa Fancher</td>
<td>$3,700.00</td>
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<tr>
<td>Glad Manufacturing</td>
<td>Brenda Smith</td>
<td>$3,528.20</td>
</tr>
<tr>
<td>Pink Mafia</td>
<td>Lauren Marquette</td>
<td>$3,068.40</td>
</tr>
</tbody>
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**CONTACT US**
info@komenozark.org  
479-750-7465  
403 W. Maple Ave.  
Springdale, AR 72764

**MAIL DONATIONS TO**  
KOMEN OZARK  
PO BOX 309  
Springdale, AR 72764
Fundraising Incentive Program
Our top individual fundraisers will be recognized at our annual Promise Circle Luncheon in March and will have access to the VIPink tent on Walk Day

2019 MORE THAN PINK WALK PINK HONOR ROLL

<table>
<thead>
<tr>
<th>NAME</th>
<th>DONATIONS</th>
<th>NAME</th>
<th>DONATIONS</th>
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<tbody>
<tr>
<td>Marybeth Hays</td>
<td>$12,932.60</td>
<td>Dale Murphy</td>
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<td>Debbie Mathews</td>
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<td>Terry Nannie</td>
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<td>Charles Redfield</td>
<td>$8,500.00</td>
<td>Karen Dineen</td>
<td>$3,732.40</td>
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<td>Cheryl Nichols</td>
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<td>Noel Cole</td>
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<td>Joe Park</td>
<td>$6,065.00</td>
<td>Mary Zettle</td>
<td>$3,000.00</td>
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<tr>
<td>Dee Harbaugh</td>
<td>$5,745.00</td>
<td>Lisa Fancher</td>
<td>$2,775.08</td>
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<td>Danna Grear</td>
<td>$5,532.20</td>
<td>Barbara Verderdy</td>
<td>$2,640.04</td>
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<tr>
<td>Richard Hays</td>
<td>$5,237.60</td>
<td>Lauren Marquette</td>
<td>$2,553.00</td>
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<tr>
<td>Melinda Murphy</td>
<td>$5,175.53</td>
<td>Coral Rose</td>
<td>$2,450.00</td>
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<td>Tiffany Blankenship</td>
<td>$4,750.00</td>
<td>Sanjay Radhakrishnan</td>
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<td>Bonnie Gust</td>
<td>$4,450.17</td>
<td>Roberta Billingsley</td>
<td>$2,051.40</td>
</tr>
<tr>
<td>Maureen Gulick</td>
<td>$4,434.80</td>
<td>Claudia Joseph</td>
<td>$2,000.00</td>
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<tr>
<td>Susan Hagensicker</td>
<td>$4,259.35</td>
<td>Survivor</td>
<td></td>
</tr>
</tbody>
</table>
• **T-SHIRT PICK UP**

**Friday, April 17th:** Team shirts may be picked up at the Komen Ozark Walk Office at Pinnacle Hills Promenade, Rogers, AR. starting Friday, April 17th. Team Captains are responsible for picking up shirts for their team. All team shirts need to be picked up by Thursday, April 23rd.

• **WALK EVENT-DAY TIMELINE**

The 2020 MORE THAN PINK Walk will be held Saturday, April 25th. The day will include an opening ceremony, the annual Survivors Parade and a family walk.

7:00 AM: Survivors Breakfast at the Hope Village
8:30 AM: Ceremony/Program Begins
9:00 AM: Walk Starts

• **FUNDRAISING DEADLINE**

**Tuesday, June 30th:** Final day to turn in fundraising.

send to: Komen Ozark
PO Box 309
Springdale, AR 72764
FRI, APRIL 3
DEADLINE to Mail HARDCOPY Team Registration
Mail forms to:
Komen Ozark
PO Box 309
Springdale, AR 72764
Registration forms can be found online at komenozark.org

MON, APRIL 6
DEADLINE to DROP OFF HARDCOPY Team Registration
Komen Ozark
403 West Maple
Springdale, AR 72764
only 9 AM to 4 PM

FRIDAY, APRIL 17
TEAM PACK T-SHIRT PICKUP BEGINS
Komen Ozark Walk Office
Pinnacle Hills Promenade • Rogers, AR

SUN, APRIL 12
DEADLINE FOR ONLINE TEAM REGISTRATION
komenozark.org

APRIL 17 - 25
REGISTRATION OFFICE HOURS
Komen Ozark Walk Office
Pinnacle Hills Promenade • Rogers, AR
• Fri, April 17 - 10 AM - 6 PM
• Sat, April 18- 10 AM- 6 PM
• Sun, April 19: 1 PM - 5 PM
• April 20 - April 24: 10 AM – 8 PM
• Sat, April 25: Walk Day Registration
  Opens at 7:00 AM in Registration Tent

TUESDAY, JUNE 30
*FUNDRAISING DEADLINE
Any collected donations not posted to your fundraising webpage, should be sent to:

Komen Ozark
PO Box 309 • Springdale, AR 72764
*to be eligible for awards and prizes.