



Team Captain's Guide: how to build a ski-tastic team

Thank you for serving as a team captain! You are playing a vital role in the fight against cancer. Your role is to not only recruit teammates who will help raise money to give hope to those affected by cancer but to encourage and celebrate with your team. As a team captain and a teammate, you are stepping outside yourself to take up the Huntsman shield to fight alongside researchers, doctors, and patients who are our family and friends. YOU are a HERO! YOU are making a difference. Thank you for supporting the mission of Huntsman Cancer Institute. We are excited to help you build a great Pink Park City ski team!



GETTING STARTED WHERE DO I BEGIN?

- Go to pinkparkcity.com to register for the event. Make sure to select **Create a Team** when prompted.
 - If you already registered as an individual, but want to create a team- no worries, we can help you update your account. Just email events@huntsmanfoundation.org or call **801-584-5815**.
- Name your team something fun and/or meaningful.
- Set a practical team fundraising goal – remember, you can update your goal at any time.
- Customize your personal fundraising page at pinkparkcity.com.
 - Make it personal. Share why this cause is important to you, why you're excited to participate, and why people should donate to your page.



HOW DO I BUILD MY TEAM?

- Set a goal for how many people you want on your team.
- Start thinking of who you can invite to join your team and make a list. Look for people who are passionate about helping fund cancer research, and who enjoy skiing or snowboarding.

- o Think of who would be interested – gym buddies, neighbors, co-workers, good friends, family members, etc...
- Think of a fundraising amount that you would feel comfortable asking your team members to commit to raising.
 - o We encourage team members to raise \$500 per person. That's \$5,000 total for a team of 10!
- Share your team page on social media and invite others to join your team.
- Help team members get registered and update their personal fundraising pages.
- Host a team kick-off party! It doesn't have to be anything extravagant, but it's nice to get everyone together to build excitement for the event and answer any questions people have.

PRO RECRUITER TIP

If you're struggling to build your team, try visiting with and ask each potential team member to join your team in person. People respond better when they are asked in person.



GETTING STARTED

HOW DO I MAKE SURE OUR TEAM HITS OUR FUNDRAISING GOALS?

- Ask people to donate to your team or personal page by sharing your team's fundraising page on social media and sending personal emails.
- Setup a way that your team can communicate easily with each other and send updates.
 - o You can try utilizing a group text, Facebook Group (with your team name), GroupMe, Slack, etc.
- Encourage, motivate, and support your team from start to finish. If you think someone is struggling to fundraise, help them connect with our resources page to get ideas.
 - o We have email templates, fundraising tips/ideas, social media tips, and more on the Pink Park City website's Tool Kit page
- Check with the company you work for (and the companies of your teammates) to see if they match donations. [Click here](#) to view a list of companies that offer a matching gift program.

EVENT DAY!

HOW DOES YOUR TEAM MAKE THE MOST OF PINK PARK CITY?

- Arrive for check-in at Base Camp with enough time to visit all the lodges and hit the slopes!
- Base Camp is open for everyone; bring along your family, friends, and supporters for some fun.
- Dress up in your best pink attire! There is a costume contest with prizes that will be awarded in the early afternoon.
- An evening concert at Base Camp as part of Park City Mountain's spring concert series.

- **Fundraising Prizes:** There are awards for the participants that hit fundraising benchmarks, including:

- \$500 – Beanie, hat, or cooler
- \$1,000 – Two (2) Pink Park City VIP Passes
- \$1,500 – Two (2) additional Pink Park City VIP Passes or event day lift tickets
- \$2,500 – Vest or jacket (TBD)
- \$3,500 – Basecamp flag - Have your team, company, or honored loved one on a flag at Basecamp (*must reach this level as an individual or as a team by March 1 to receive the flag*)



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Join Our Ranks



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