



HUNTSMAN  
SPORTSFEST

# TEAM CAPTAIN'S GUIDE



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# WHY BE A TEAM CAPTAIN?

Becoming a team captain for Huntsman SportsFest is an awesome adventure filled with fun and purpose! Imagine leading your team across the finish line while also raising funds for cancer research—talk about a win-win! As captain, you'll get to organize exciting events, pump up your teammates, and rally your community for a great cause. It's a chance to flex your leadership muscles, make new friends, and create unforgettable memories. So, why be a team captain? Because it's a blast, it's meaningful, and you'll be making a real difference in the fight against cancer! LET'S DO THIS!

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## WHAT YOU'LL FIND IN THIS GUIDE:

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# RECRUITING YOUR TEAM

The best way to raise funds is to build a strong team, inspire them to get involved, and have fun while you're at it. Get creative in your recruiting and fundraising efforts because the sky's the limit! Check out our recruiting tips below.



## 1 Set Goals

Set a team recruitment and fundraising goal. How many people do you want on your team? How much money do you think each can raise? It may seem daunting at first, so start small! Plan to recruit five team members and set a goal for each to raise \$200. As you meet those goals, increase it and keep going. Use your [personal fundraising webpage](#) to track your team's progress. You got this!

## 2 Make a List

Jot down the names of people you want to join your team. This can be family members, friends, neighbors, colleagues, or anyone you want to join you in making a difference! Did you captain a team for last year's event? Reach out to your teammates from last year and ask them to join you again!

## 3 Share Your Why

There is no better recruitment tool than sharing your personal connection to cancer. Share your why by personalizing your donation webpage you created when you registered. The people you ask to join your team know you and know your story. They are going to support you because they know that fundraising for cancer research is a cause near and dear to you. If they don't want to join your team, ask if they'll consider donating.

## 4 Register

Help your newly recruited team members register for Huntsman SportsFest! You've already done it, so you are a pro at this point. Help them register, join your team, and encourage them to personalize their fundraising webpage.

## 5 Lead by Example

As a team captain, you have the power to inspire! As you fundraise, share with your team tips and tricks that have worked for you and the resources you've been using to bring in donations. Promise weekly prizes for the top fundraiser on your team or consider doing something crazy for each fundraising milestone your team reaches—we're thinking something like shave your head, dye your hair, or wear a crazy costume to work. Anything to motivate your team!

**PRO TIP:** Are you a Huntsman Cancer Institute employee or part of a company that is sponsoring Huntsman SportsFest? We are happy to assist you with recruiting and registration questions. If you would like a Huntsman SportsFest event coordinator to attend your staff meeting, present at your "lunch and learn," or simply hop on a call to help, contact Raegan Erickson at [rerickson@huntsmanfoundation.org](mailto:rerickson@huntsmanfoundation.org) or 801.584.5738.

# FUNDRAISING IDEAS AND RESOURCES

We love our SportsFesters and want to do everything we can to support you and your team in your fundraising journey. We've created a trove of creative ideas to help raise funds and keep your team motivated. To keep team energy high, consider offering fun incentives, social media shoutouts, or organizing meet-ups for your team. Don't worry, we've got plenty of [resources](#) to support you every step of the way, including templates for flyers, social media, and emails, tips for engaging your community, and more. Let's make fundraising as fun as Huntsman SportsFest itself!

HERE ARE A FEW IDEAS TO GET STARTED...



## PLAN

Plan a team fundraiser. It can be easier to do things as a group, so come together, think of a fun idea, and make it happen! Host a cookout, game night, or scavenger hunt. Have people donate to join in the fun.



## CREATE

Create a team t-shirt! Nothing says team camaraderie like matching t-shirts. Not only will it make for a cute team picture on event day, but it will also be easier to spot each other in a crowd and show the rest of SportsFest why you are fundraising.



## CHAT

Set up a way your team can communicate to share fundraising ideas and successes. Think group texts, WhatsApp, or email.



**Looking for Fundraising Resources?**  
We've got you covered! You can find everything you need on the [Huntsman SportsFest Toolkits page](#), such as social media templates, customizable flyers, and more.







# PHYSICALLY PREP FOR EVENT DAY

Huntsman SportsFest is not your average athletic event; it's a powerful weekend dedicated to creating a brighter future free from cancer. We know you are working hard to motivate your team to fundraise so more funds and resources can be devoted to cancer research, but don't forget about the physical aspect of the event as well! Your team might consist of walkers, runners, and bikers who could be beginners or seasoned enthusiasts. You do not have to monitor their every training move, but here are a few ideas to help motivate and ensure your team members are physically ready for event day!

## TRAINING PLAN:

Encourage team members to create a training plan so they are ready for event day. We will let you in on a little secret—we've already done this for you! Share our [Couch to K training schedule](#) with all of your runners and walkers. As for cyclists, encourage them to join the Huntsman Heroes training rides every Saturday from March to June. Learn more about the cycling training program by visiting [HuntsmanHeroes.com](#).

## GROUP WORKOUTS:

Organize regular group training sessions to build team camaraderie and ensure everyone stays on track with their fitness goals.

## REST AND RECOVERY:

Emphasize the importance of rest days and proper recovery techniques, such as stretching, foam rolling, and getting enough sleep.

## MENTAL PREPARATION:

Encourage mindfulness practices, such as meditation or visualization, to help your team stay focused and motivated.

## TEAM CHALLENGES:

Set fun, achievable challenges, such as distance goals, to keep the team engaged and motivated.

## NUTRITION AND HYDRATION:

Educate your team on the importance of a balanced diet and staying hydrated. Provide guidelines on what to eat before, during, and after training sessions.



# CROSSING THE FINISH LINE

Congratulations! You've made it! Huntsman SportsFest is in sight, and it's time to bring your team across the finish line and celebrate all of your successes. Here are some top tips for how to finish strong:

## ***Amp up the fun***

Send texts to your teammates with a countdown to event day. Amp up the fun, encourage all to keep fundraising, and be their biggest cheerleader.

## ***Rally Friday night***

Encourage your team members to pick up their packets Friday night. This will be a great opportunity to rally the team before the big day.

## ***Celebrate together***

Create a team meetup spot on event morning. Let your teammates know where you will be so everyone can meet, celebrate, and get ready to SportsFest together.

## ***Check-in with your team***

All registered teammates will receive final communications from Huntsman Cancer Foundation two weeks prior to the event. Check-in with each teammate the week of the event to ensure they received the email and know the schedule for event weekend. Answer any questions they may have—if you don't know the answer, reach out to us and we'll get you all the info you need!

## ***Be a cheerleader***

Cheer on your teammates! You did it, they did it! EVERYONE DID IT!

After Huntsman SportsFest weekend, give yourself a pat on the back. Being a team captain is no easy feat and you rocked it! Be sure to personally thank each of your team members for their hard work and efforts. Encourage them to keep fundraising until the deadline of August 1. Fundraising for a better tomorrow can be hard work, but worth every penny. Congratulations—YOU DID IT!



# QUESTIONS?



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Still unsure? Check out our FAQs page!