



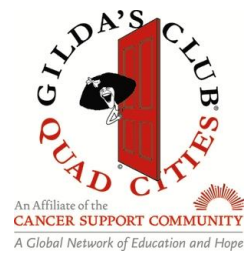
2019 Pulling for Hope Plane Pull™ Team Captain Guide

Saturday, June 29

Davenport Municipal Airport



An Affiliate of the
CANCER SUPPORT COMMUNITY
A Global Network of Education and Hope



Team Captain,

Thank you for your interest in pulling for Gilda's Club Quad Cities by serving as a Team Captain for the 1st *Pulling for Hope* Plane Pull™! As part of the beloved Quad City Air Show, this event promises to feature plenty of fun and competitive spirit, all to raise money and awareness for Gilda's Club Quad Cities!

The Plane Pull™ will be held on Saturday, June 29 at the Davenport Municipal Airport. All teams and spectators will enter through the vendor/volunteer entrance. Take exit 124 Airport Road/Mt. Joy Rd from Highway 61 N and follow the Quad City Air Show signs.

Registration will open at 5:00pm. Teams must arrive and be registered by no later than 5:30pm, with competition set to begin at 6:00pm.

The first 10 teams to register will receive a chicken sandwich courtesy of Chick-Fila! Various food vendors will also be on site for the duration of the event.

Parking is free for this event.

Registration packets will include your team member's t-shirts and wristband for admission into the Quad City Air Show following the competition.

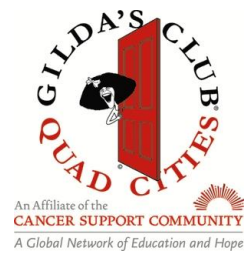
Spectators are also strongly encouraged to attend and witness your team's feat! There will be no admission fee for any spectators that wish to attend.

This Team Captain Guide has all of the tools you'll need to get started, including:

- Online registration instructions: Step-by-Step directions show you how to easily register your team.
- Team fundraising tips: creative ideas to jumpstart your efforts!
- Sample donation letter: a template to help you start spreading the word.
- Team captain tracking form: this allows you to track your team members and their information. We ask that you have your t-shirt sizes sent to Stevie Lorenz, stevie@gildasclubqc.org, no later than **June 1** so that they are available for you on-site.
- *Pulling for Hope* Plane Pull™ flyer: promote the event and your team by posting them around the office, school, etc.
- Donation tracking form: this allows team members to organize and track any offline donations they might receive.

If you have any questions about fundraising, filling your team's roster or just need some more information to help get you ready for the big pull, please do not hesitate to reach out. We look forward to an exciting event and appreciate all your support!

Stevie Lorenz
Development Director
563-326-7504
stevie@gildasclubqc.org



Pulling for Hope Plane Pull™ Overview

Our 2019 event will be our first year hosting this epic man versus machine challenge. This extreme event, which pits teams of 10 against a C47 aircraft weighing around 30,000 pounds, is a fundraising event that raises both money and awareness for Gilda's Club Quad Cities.

This is a team building experience unlike any other and is a great opportunity for your group to pull together for a common cause. Teams consist of a *maximum* of 10 members but can choose to pull with less than 10 if desired. Groups will compete to pull the plane 12 feet in the fastest amount of time – with two consecutive pulls. Each team should collect a minimum of \$600 for the privilege of competing in this exclusive event. All funds raised at this event will remain local to our community and support the mission of Gilda's Club of providing FREE cancer programs, education, support & healthy lifestyle activities to anyone impacted by cancer in our community.

The event is open to the public and will also include entertainment, food, an awards ceremony, various activities for the whole family and all team members will receive admission into the Quad City Air Show for the Saturday or Sunday following the event.

Our 2019 goal is to raise \$20,000. Let's *PULL* together to help make this happen!

Team Divisions

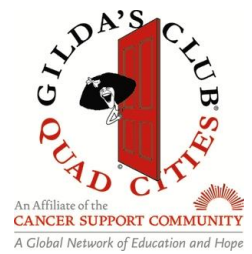
Each team of up to 10 members must raise a minimum of \$600 to participate. Teams compete in the following divisions*:

- **Open:** General Public
- **Public Safety:** At least 50% of the team members must be public safety competitors
- **High School/College:** At least 50% of team members must be from High School/College
- **Survivor:** At least 50% of team members must be cancer survivors
- **Co-Ed:** At least 50% of team members must be female competitors
- **Military:** At least 50% of team members must be Veterans or Active Duty competitors

*Only 6 teams max will be allowed to register for each division

Award Categories

- Fastest Pull – in each of the 6 divisions
- Grand Champion
- Top Fundraising Team



Team Fundraising Incentives

In addition to the thrill of a lifetime and knowing that you're helping a great cause, there are some great prizes available to motivated fundraising groups! Items will be awarded to each team member in the following categories:

- \$600: You get official bragging rights and the exclusive opportunity to pull a plane! Plus, each team member will receive a t-shirt and admission into the Quad City Air Show.
- \$1,500: Plane Pull™ Can Cooler
- \$2,500: Plane Pull™ Cooler
- \$5,000: Plane Pull™ Softshell, Zip Up Jacket

Online Registration Instructions

Are you ready to register your team? It's easy!

- Visit www.gildasclubqc.org/planepull
- Click "Register My Team"
 - Complete your contact information
 - Click "Let's Pull!"
- Click "Join or Create a Team"
 - Click "Create a Team"
 - Complete your team name & fundraising goal (remember, you must raise at least \$600 in order to get a chance to pull)
 - Click "Create Team"
- The next page is your team's homepage. **Be sure to save this link!** This is the link you will send to your supporters so that they can make a donation towards your goal.

Now that you've got your team registered, it's time to get the rest of your team to sign up!

Each team member should follow these instructions:

- Visit www.gildasclubqc.org/planepull
- Click "Join a Team"
 - Complete your contact information
 - Click "Let's Pull!"
- Click "Join or Create a Team"
 - Scroll through the list of team names to find your corresponding team
 - Click "Join"
 - Each team member can personalize their own page so that their supporters know they're donating to the right team
 - After personalizing, click "Save"
- The next page is that team member's personal fundraising page. **Be sure to save this link!** This link can be sent to all supporters and all donations will count towards the bigger, team goal.

For any questions regarding registering, joining or making a donation to a team, contact Stevie Lorenz at stevie@gildasclubqc.org or 563-326-7504.

Useful tip:

- Use the Facebook, Twitter & Email buttons on your fundraising page to easily share your page with all your friends

Team Fundraising Tips

Who do you know?

The key to building a team and a successful fundraising campaign both depend on asking people you know for support. Take a moment to think of everyone whose lives you've touched and ask them to make a donation or join your team!

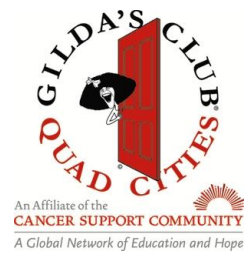
Don't be overwhelmed – each team member only needs to raise \$60 to qualify!

Start with the easiest people to reach: your family and friends. Next, ask co-workers and service providers. Take a minute to jot down any names that come to mind. Before you know it, you'll have a complete list of potential donors and teammates!

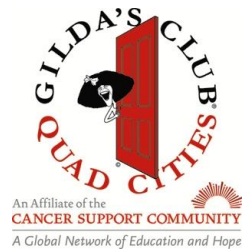
- Family
- Friends
- Neighbors
- Co-Workers
- Vendors/Suppliers
- Your Gym
- Community/Social Clubs
- High School/College Alumni
- Fraternity/Sorority
- Businesses You Frequently Visit
- Teammates (High School, College, Rec League)

Other Fundraising Ideas & Hints

- **FIRST:** Register online and create a fundraising page that you can easily email to family, friends and co-workers
- Use Social Media to promote your fundraising page
 - Share your link as your status update & provide frequent updates while re-sharing your link
- Email/Mail Campaign: Send an email or letter (see sample in packet) to your contacts and ask them for their help
- Add an image and fundraising link to your email signature
- Build a team from work, friends or any other strong ties you have with an association
- Find people you know who work for companies that will match donations and see if your company will do the same!



- FOLLOW-UP: Don't be afraid to remind everyone that you're pulling for Gilda's Club and provide them with updates on your progress
- Host a Fundraising Event:
 - Casual Days: have co-workers make a small donation for the privilege to wear jeans to the office for a day
 - Ask a local restaurant to contribute a portion of their proceeds for a day to your team's efforts
 - Host a Bake Sale!
- Add an incentive: make donating a contest for your friends and family. Let people know that for every \$25 they donate, they are entered into a drawing for a great prize. (Tickets to a game, bottle of wine, restaurant gift card, etc.)
- SAY THANKS! Be sure to thank everyone for their donations and let them know how quickly your team made the ULTIMATE PULL!



Sample Donation Letter

*Download this template at www.gildasclubqc.org/planepull to easily enter your personal information

Dear [Insert Name]:

This June, I have committed to test my strength by pulling an 30,000 pound airplane as part of the *Pulling for Hope* Plane Pull™ for Gilda's Club Quad Cities. My team of 10 will compete to pull this plane 12 feet in the fastest amount of time! While I look forward to this exciting and exclusive experience, I need your help to reach my fundraising goal.

Free of charge, Gilda's Club Quad Cities provides support, education and hope to all people affected by cancer and it is their mission to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. *100% of the funds raised will stay local to help those families in our community that are impacted by cancer.*

I have set a personal fundraising goal of \$[Insert Amount] and hope that you'll join me in supporting this worthwhile cause. Please visit my online fundraising page at [Insert personal link] and click the "Donate Now" button. From here, you can make a secure donation via credit or debit card. If you'd prefer to make an offline donation, please make your check payable to "Gilda's Club Quad Cities" and mail it directly to me or to: Gilda's Club Quad Cities, Attn: Plane Pull, 1234 E River Drive, Davenport, IA 52803. Please be sure to include my name in the memo area so that I receive full credit for your contribution.

If you want to learn more about this ultimate tug-of-war fundraiser, visit www.gildasclubqc.org/planepull for all the details.

Thank you for your support!

Sincerely,

[Your Name]