

2016 Egg Scramble 5k Run/Walk

Team Captain's Toolkit

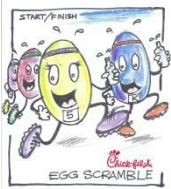
03/26/2016



2015 waiting to race



2015 Check presentation to Promise in Brevard



Agenda:

- 1. Timeline**
- 2. Team Captain's Checklist**
- 3. Registration Guide**
- 4. Email Communications**
- 5. Course Map**
- 6. Event Flyers**



1)Timeline

Now: Invite friends, family, coworkers and neighbors. (Team=4 members total)

Registration Dates and Prices:

- Early (ends 02/20/16).....\$25
- Timely (ends 03/05/16).....\$28

Last day guaranteed shirt....3/05/2016

- Late\$30
- Team of 4 or more.....\$25/pp

2/27/2016 Captain's Breakfast Meeting

9:00am

Chick-Fil-A

835 Palm Bay Rd NE, Melbourne, FL 32904

Come pick up your promotional materials and meet our beneficiaries. We will be on hand for registration and to answer any question. Free breakfast compliments of Chick Fil A for the captains.

3/25/2016 Packet Pickup

3pm – 6:30pm

Chick-Fil-A

835 Palm Bay Rd NE, Melbourne, FL 32904

*if you cannot make this date or time packets can be picked up at the race



2) Team Captain's Checklist

A. You're Hired: Get Started

- a. Sign up and create a team name
- b. Reach out to your friends and family and tell them your team name
- c. Attend team Captain meeting 2/27/16

B. Recruit: Build your Team

- a. Invite your family and friends (email example below to help)
- b. Invite everyone to join your team

C. Mangle: Motive

- a. Motivate and communicate through emails.
- b. Print even flyers and ask your friends to put up as well

D. Inspire: Show your Flair

- a. Create a theme and dress to fit (there is a team award for Spirit)

E. Final: Get the Job Done!

- a. Attend the 5k



3) Registration Guide

There are two ways you can sign up for the Egg Scramble 5k:

1) Go online:

<https://runsignup.com/Race/FL/PalmBay/EggScramble5K>

1. On left hand side choose Group/Team
2. For the first person that signs up click Register & create Group/Team at the bottom (if this is not you then send an email to eggscramble5k@gmail.com and tell us the name of the team and your name so we can mark you as the captain)
3. For every other team member you will find your team in the list and select the Join button.
4. Don't forget the kids race is free, but if you want a shirt you need to register them and then add on the shirt.
5. This year there will also be an add on for \$5 to receive a medal (there are only 100 medals available so sign up early)

2) Paper Registration, you can follow the link below and print it or you can pick up at the different events we have going on.

http://eggscramble5k.com/uploads/3/5/1/0/3510124/2016___application3.doc



4) Email Communications

Email #1: Team Captain Introduction

To:

CC:

From:

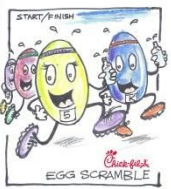
Subject: Sign up for the 2016 Egg Scramble 5K

Hi, my name is _____ and I will be your team captain for the 2016 Egg Scramble 5K Run/Walk. I am here to get you signed up and ready to participate in this exciting, one-of-a kind opportunity. I am also here to answer all of your questions about the run/walk and to give you everything you need to recruit your friends, family members and co-workers to be a part of our team. As we get closer to March 26 th, 2016, I will be your source for information about the event. From T-shirts to race numbers to race night meet-up and parking information, I will give you everything you need to make it happen. If you have any questions along the way, please feel free to drop me an e-mail. In the meantime, tell all of your co-workers, friends and family about the 2016 Egg Scramble Run/Walk 5K. It truly is a one-of-a-kind program, full of fun, fitness and camaraderie. Here are some important dates to remember:

3/5/16 – Last Day to register to Guarantee a race shirt

3/25/16 – Packet pickup at Chick-fil-a on Palm Bay Road

3/26/16 – Race day



mail #2: Pitch to Recruit Team Members

To:

CC:

From:

Subject: Signup for the 2016 Egg Scramble 5K Run/Walk

Hi, my name is _____ and I am your team captain for the 2016 Egg Scramble 5K Run/Walk. If you haven't already done so, I encourage you to sign up for this event as soon as possible in order to take advantage of all the information and offers. What do you get for signing up?

1. Entry into the Egg Scramble 5k Run/Walk.
2. A Technical T-shirt (if you sign up before 3/5/16) to commemorate your accomplishment.
3. A great evening of fun, entertainment at Palm Bay Regional Park for the whole family (Free Easter Egg hunt, Free child Care, Free Chick-fil-a (for runners), Free Kids race, Mascot Race)

Visit the Egg Scramble 5K site today at eggscramble5k.com to get started and be a part of our team. Register now so you can run alongside your colleagues, family and friends. You don't want to miss out on the fun!

Thank you,

Name

Phone Number

E-mail



mail #3: Last Minute Information

To:

CC:

From:

Subject: Last Minute Egg Scramble 5k Run/Walk Details It's here!

After weeks of training, your hard work has paid off. The 2016 Egg Scramble 5K Run/Walk is finally here. I have some last minute details to share with you to help make this year's event a success.

Date: Saturday, March 26, 2016

Important Times:

3:30 p.m if you haven't picked up your packet this is the time. If you have a last minute friend they can join at this time as well.

4:30pm Egg hunt for the kids beings

4:45pm Child Care opens

5:00pm registration/packet pick up ends

5:30pm Race Starts

5:45pm Kids race

7:00pm Awards Cermony

7:15pm Child Care Ends

Dress: Athletic shoes and apparel are recommended. Check the weather to see what you will need for the 5K and for the festivities afterward.

Directions to Palm Bay Regional Park-Ted Whitlock Community Center: **1951**

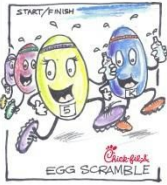
Malabar Rd SW Palm Bay, FL 32907

Here is my cell phone number should you have any questions:_____.

Thank you,

Name

Phone Number



6)Event Flyers

http://eggscramble5k.com/uploads/3/5/1/0/3510124/2016_poster.pdf

THANK YOU CAPTAINS!

And don't forget there are team awards:

We will have 3 team awards

- The Team with the most people
 - The Team with the fastest Average time
 - The Team with the most spirit
- Corporate team with most people will receive
Chick-Fil-A catered**