



# TEAM CAPTAIN TOOLKIT

**More than 3,000 men in Colorado are diagnosed with prostate cancer every year.**

The Blue Shoe Run for Prostate Cancer is a family friendly 5K run/walk, 1.5-mile family walk and kids fun run benefiting prostate cancer research through The Urology Center of Colorado (TUCC) Foundation. As the most commonly diagnosed cancer in Colorado today, this disease may have impacted your father, your brother, your husband, your uncle, your friend or YOU. Join TUCC Foundation in our fight to stomp out prostate cancer on **Saturday, September 7, 2019.**

**This year, The Blue Shoe Run for Prostate Cancer will feature:**

- Prostate cancer survivor recognition
- Free Alaskan Brewery beer garden
- Free food and drinks
- Live music - on the course and during the post-race party!
- Kids zone
- Prizes and awards
- Silent auction
- Educational booths

The TUCC Foundation is dedicated to advancing urologic care in the Rocky Mountain region. Since 2010, more than \$160,000 has been raised through the Blue Shoe Run to fund prostate cancer research. In 2018, the \$60,000 raised funded researcher Corinne E. Joshi, PHD at the Johns Hopkins Bloomberg School of Public Health. TUCC Foundation works with the American Cancer Society to identify and support prostate cancer research.

**For more information on TUCC Foundation, please visit [www.tuccfoundation.org](http://www.tuccfoundation.org)**



**Who are you running for?**  
[TheBlueShoeRun.com](http://TheBlueShoeRun.com)



**Encourage your friends, family, co-workers and teammates to join your Blue Shoe Run team! The first Blue Shoe Run team to reach 50 participants will be recognized with The Big Blue Shoe tent on race day, complete with food and drinks! The first Blue Shoe Run Team to reach 25 participants will receive its own Little Shoe tent on September 7th.**

## A Few Specifics for Team Captains

- Teams must have at least ten people. All teams with at least 50 members will receive a team-designated tent on race day.
- Team captains must serve as the point of contact for their team members and opt-in to receive email confirmations when new team members register.
- Register as a team captain by following the prompts posted on the Team Registration button at [TheBlueShoeRun.com](http://TheBlueShoeRun.com).  
On your registration page, select “Add Participant 1 to a Team”. Select your team name. Be sure to add a photo or symbol for your team that signifies why you are participating in The Blue Shoe Run.
- Each team member must register online. Remind your team members to do the following:
  1. Begin by clicking on the Team Registration button at [TheBlueShoeRun.com](http://TheBlueShoeRun.com).
  2. Follow all selected prompts.
  3. At the bottom of the registration page, select “Add Participant 1” to a team. Select their team name.
  4. Select their t-shirt size.
- Set up a pledge page for your Blue Shoe Run team. Set a fundraising goal - no amount is too small! - and encourage your team members to reach it. Talk to your team members about why it is important to fundraise for TUCC Foundation.
- Stay in touch with your team. Announce the official meeting place and time for your team on race day. You are also in charge of picking up your team’s packet at TUCC and distributing all shirts, bibs and timing chips to team members.
- Distribute course maps and parking information for race day.
- Design or decorate blue shoes, t-shirts or hats to wear as a team on race day.

## Race Options for Team Members

Team members do not need to race in the same event; they may enter whichever event best fits their athletic ability.

7:45 a.m. › About a block Kids Fun Run;  
Register for free to get a sweatbands

8:00 a.m. › 3.1-Mile (5K) Run/Walk

8:15 a.m. › 1.5-Mile Family Walk

## Each Paid Registration Includes

- A Blue Shoe Run for Prostate Cancer long-sleeved t-shirt.
- Free beer, food, live music, giveaways and other activities at our post-race party.

## Free Parking

Free parking will be available in the Mile High Stadium H&I lots just south of TUCC (2777 Mile High Stadium Circle, Denver, CO 80211).

## Team Registration

- All team registrations must be received by Sunday, August 25, 2019.
- Register online at [TheBlueShoeRun.com](http://TheBlueShoeRun.com).

## Team Packet Pick Up

Team packet pick up will be held on Tuesday, September 4th from 9:00 a.m. - 4:00 p.m. at:

The Urology Center of Colorado  
2777 Mile High Stadium Circle  
Denver, CO 80211  
First floor lobby

Please download and bring a list of your team members and their t-shirt sizes with you. Team Packet Pickup is for teams only. Teams must be 10 or more people. No shirt exchanges - pick your shirt size carefully!

If you are unable to pick up your team packet on Sept. 4th, you can do so beginning at 7:00 a.m. on race day.

## Questions about team participation in The Blue Shoe Run?

Contact Kerl Olmstead at  
**303.762.7682 or [kolmstead@tucc.com](mailto:kolmstead@tucc.com)**

**Don't forget**  
**Saturday, September 7, 2019**  
**is race day!**



**Who are you running for?**  
**[TheBlueShoeRun.com](http://TheBlueShoeRun.com)**

## Looking for opportunities to increase registration numbers for your team or encourage them to fundraise online for TUCC Foundation?

The following **email templates** maybe helpful to your efforts.

### Registration Email

Dear friends and family,

Since 2010, The Urology Center of Colorado (TUCC) Foundation has sponsored The Blue Shoe Run for Prostate Cancer, a family friendly 5K run/walk, 1.5-mile family walk and kids fun run. Prostate cancer is the most commonly diagnosed cancer in Colorado today.

The 2019 Blue Shoe Run will take place just north of Mile High Stadium on Saturday, September 8. This year, I've created a team \_\_\_\_\_ (insert team name here) to participate in this exciting event! I'd love for you to join us.

To get started visit [www.TheBlueShoeRun.com](http://www.TheBlueShoeRun.com). Then click on the Team Registration button and follow all the prompts. Be sure to select \_\_\_\_\_ (insert team name here) from the drop-down menu. This will send a notification to me that you've joined our team. Once you complete your registration, you can also set up a personal pledge page to begin fundraising online for TUCC Foundation on behalf of our team. It is an easy way to make a meaningful donation.

The biggest teams and top fundraisers will be recognized at The Blue Shoe Run on race day so please encourage others to join our efforts!

I'll stay in touch with you in the months and weeks leading up to the race to plan a meeting spot on September 7, race day attire and plans for the post-race party.

Know someone else who might be interested in racing this year? Forward this email to them and ask them to join us.

Feel free to get in touch with me at any time with questions about our team!

### Fundraiser Email

Dear \_\_\_\_\_ (insert team name here) members,

Thank you for joining our 2019 Blue Shoe Run for Prostate Cancer team! I'm looking forward to a great event on September 7.

In addition to participating in The Blue Shoe Run, we also have the opportunity to fundraise for TUCC Foundation this year. The Blue Shoe Run is TUCC Foundation's signature fundraising event. TUCC Foundation [a 501 (c) (3) nonprofit charity] works to support prostate cancer research through monies raised from The Blue Shoe Run. More than \$500,000 has been raised since 2010.

Our team fundraising goal is \_\_\_\_\_ (add amount here). You can find our team pledge page by clicking on the Pledge a Participant link at the top of the Race Roster registration platform. Please encourage your family members, friends and others to support prostate cancer awareness by donating to TUCC Foundation.

In the coming weeks and months, I'll send periodic updates to our team about how our fundraising efforts are going. The top fundraisers will be recognized on race day!

If you'd like to set up a personal Blue Shoe Run pledge page, you can do so by logging back into your account and going to the Participant Dashboard.

Remember, prostate cancer is the most commonly diagnosed cancer in Colorado today. Let's show our support for the thousands of fathers, husbands, brothers and friends who have been diagnosed with this disease! Who are you running for?

**These email templates may also be helpful as you communicate with your Blue Shoe Run team members.**

## **Race Day Reminder Email**

Dear \_\_\_\_\_(insert team name here) members,

Thank you for joining our 2019 Blue Shoe Run for Prostate Cancer Team! I'm looking forward to a great event on September 7.

Here are a few tips about race day:

I have already picked up our team packet, which includes your t-shirt and bib.

Contact me at \_\_\_\_\_ (insert email or phone#) to arrange for pick up.

Special \_\_\_\_\_(insert team name here) team gear is available from me in advance or pick up when we meet on race day.

Blue Shoe Run parking is free in Lot H and I at Mile High Stadium. Entrances are near 20th & Mile High Stadium Circle. Access to these lots is blocked after 7:30 a.m. After that time you will need to find off-street parking in the neighborhood.

Meet me on the grassy strip between Lot I and the race start line under the alphabetical sign A-E, F-J,K-O, P-T, U-Z (highlight and delete incorrect choices) around 7:40 a.m.

If you registered for The Blue Shoe Run after September 1, you need to pick up your packet at the Registration Tent on race day. Others who still want to join us can register on race day and meet us before the race.

In addition to participating in The Blue Shoe Run, we also have the opportunity to fundraise for TUCC Foundation this year. Please go to our team pledge page to pledge and encourage others to support your efforts!

Please bring family and friends to cheer you on and participate in the post-race party.

Timed runners will receive their awards at 9:45 a.m. during the post-race party.

## **Thank You Email**

Dear \_\_\_\_\_(insert team name here) members,

Thank you again for joining our 2019 Blue Shoe Run for Prostate Cancer team! We did a great job (select one) increasing awareness of prostate cancer, being part of a group of thousands running for those who have survived prostate cancer or in memory of

\_\_\_\_\_  
(insert name here).

As a team, we raised \_\_\_\_\_(insert fundraising dollars here)!

Please join us again next year. Watch for more information from me about the 2019 Blue Shoe Run!