

Head of the Hooch Regatta - Chattanooga

HOOCH



One race away from victory. One stroke closer to a cure.

2008 Coach/Coordinator Guide



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Introduction

The Head of the Hooch Regatta offers the GiftTool Pledge-a-thon product to all teams raising funds for Row for the Cure. This tool will better enable all you to not only register to raise money for Row for the Cure, but also tap into your personal networks and raise funds for Susan G. Komen for the Cure. This tool will be effective and convenient, and raise visibility of the Hooch Row for the Cure effort. No technical knowledge is required!

Features of the Pledge-a-thon tool include:

- Customize your team and personal donation page with a message and photograph.
- Send emails to friends, family and co-workers asking for support.
- Track your progress and see who has donated!
- Record cash & check donations which you receive in person.

Raising Funds without an “Event”

If you do not have time or resources to pull an event together this season, you can simply use the online Pledge-a-thon tool to collect donations for Komen for the Cure. Register your team, invite members to join your Pledge-a-thon team, and ask members to contact friends, family, neighbors, co-workers, etc. and ask for donations to Row for the Cure. Simple!

Organizing a Fundraiser Event

Holding a fundraiser event is not required, but an “event” may help solidify your effort and give your members an event to focus on.

Disclaimer

This guide is provided to assist clubs with organizing their own Row for the Cure® event. While we’ve tried to provide as much helpful information as possible, each club is solely responsible for all operational aspects of the event. The Head of the Hooch is not a partner in your event. Each club is responsible for obtaining all permits, releases, consents, licenses, waivers, and approvals that may be necessary for conducting their event. All information in this guide is provided for guidance only, and information in this guide may not apply to your club or event. Each club should have the appropriate USRowing or equivalent waiver on file for all participants in their event.

Now that we’ve gotten that out of the way, let’s move forward with getting ready for your event!

Identify an event administrator

The first step is to identify a person to act as the event administrator. This person will be responsible for coordinating all aspects of the Row for the Cure event.

Decide on event type and timing

Talk with your coaching staff and governing board to determine what kind of event you will host. Set a date/time for the event, and request nominal budget to cover

incidentals. An ergathon or rowathon can be held in place of a land practice to minimize the impact on team training. Here are some ideas:

Rowathon: A 12 hour event in which every rower on your team takes a turn in an 8+ for 12 hours of continuous rowing.

Ergathon: A 12 or 24-hour event in which every rower on your team takes a turn on the ERG for a certain portion of the time.

Ergathon: Team members row a set distance each (6,000 meter for example) on the ERG. The length of this event will be determined by the number of ergs and how many rowers can erg at the same time.

Initial decisions and arrangements to be made:

- Where will you hold the event? For additional community visibility, consider holding erg events where there will be foot traffic, at a park or shopping center for example. You will need to make these arrangements with the management at your location of choice!
- Arrange for transporting ergs if necessary.
- For increased visibility, consider having Row for the Cure banners made.*
- Arrange to have popup tents for shade
- Arrange for hydration and refreshments*
- Coaches and/or parents need to be present at all times! If you are planning a 24 hour event, this can be a challenge! Be sure you will have the full chaperone coverage before organizing a long event.
- Do you want to offer incentives within your team? Most meters rowed? Most \$\$ raised?*

* You may need a budget to cover costs of these items

Register to use the online system, Pledge-a-thon

The first step in using Pledge-a-thon is to register your team. Please complete the [Team Registration Form](#) and send to rowforthe cure@headofthehooch.org. (See Appendix A for the form).

Your team will be setup in Pledge-a-thon as soon as possible, and you will receive an email with your login ID and password. An additional ID will be created for you to manage general team donations. This will also be outlined in an email to you.

Description of your event

Please provide a brief description of your event.

Your local affiliate of Komen for the Cure

Each team will have the option of raising money for their local affiliate of Susan G. Komen for the Cure. Seventy-five percent of your donation will stay in your local community. The default affiliate for all teams is Chattanooga.

A complete list of affiliates can be found on the www.komen.org site. Click on "Affiliates" on the top menu, and select your state to find the affiliate closest to you.

Waivers

If your club or team is hosting an event, you should have signed waivers for all participants! You may already have waivers on file for all team members.

Login to Your Pledge-a-thon Account

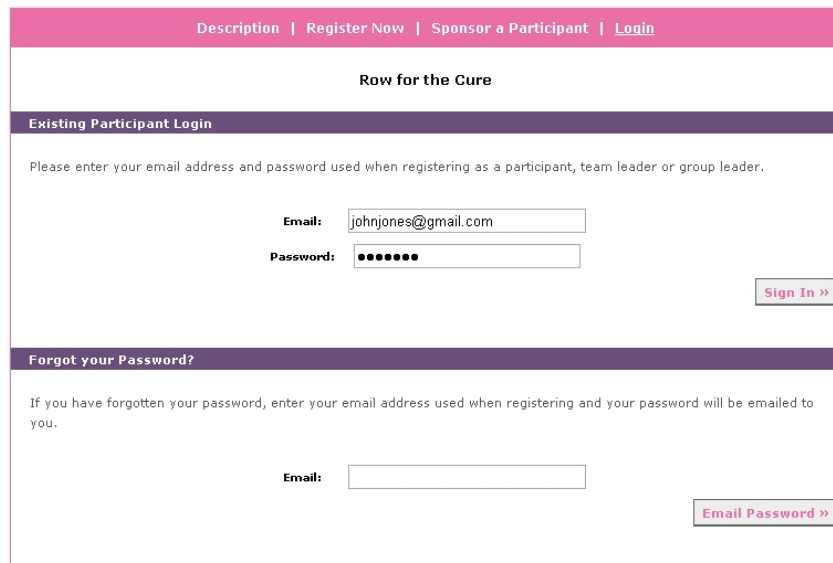
<https://www.gifttool.com/athon/ParticipantLogin?ID=1538&AID=396>

A Login link can also be found on the Row for the Cure menu at <http://www.headofthehooch.org>

Login to your account to:

- Customize your team and personal donation page with a message and photograph.
- Send emails to friends, family and co-workers asking for support.
- Track your progress and see who has donated!
- Record cash & check donations which you receive in person.

Login



The screenshot shows the login interface for the Row for the Cure. At the top, there is a navigation bar with links for "Description", "Register Now", "Sponsor a Participant", and "Login". Below this is the "Row for the Cure" header. The main section is titled "Existing Participant Login" and contains the instruction: "Please enter your email address and password used when registering as a participant, team leader or group leader." There are two input fields: "Email:" with the value "johnjones@gmail.com" and "Password:" with masked characters. A "Sign In >>" button is located to the right of the password field. Below this is a section titled "Forgot your Password?" with the instruction: "If you have forgotten your password, enter your email address used when registering and your password will be emailed to you." There is an "Email:" input field and an "Email Password >>" button to its right.

Troubleshooting: Forgot your Password?

If you have forgotten your password, please enter your email address and click "Email Password" at the bottom right of the login page.

Home:

Your Home page provides a summary of fundraising progress along with links to other available Pledge-a-thon features.

Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
----------------------	-------------------------------	-----------------------------	--------------------------------	-----------------------------	-------------------------------

Welcome, Head of the Hooch

Row for the Cure **144** fundraising days remaining

My Team: Atlanta Rowing Club

My Progress	
Fundraising Goal:	\$500.00 Change
Credit Card Donations:	\$0.00 View
Confirmed Pledges:	\$0.00 View
Total Amount:	\$0.00
% Achievement:	0.0%
Pending Pledges:	\$0.00 View
Recurring Monthly:	\$0.00
Emails Sent:	0 Send More

Team Progress	
Fundraising Goal:	\$20,000.00 Change
Credit Card Donations:	\$0.00 View
Confirmed Pledges:	\$0.00 View
Total Amount:	\$0.00

My To Do List	
Create Web Page	
Customize my fundraising page	
Customize team page & goals	
Change my profile & goals	
Send Emails	
Ask friends to make a pledge	
Ask friends to join my team	
Send emails to my team members	
Send follow-up emails	
Send thank you emails	
Manage Pledges	
Record pledges personally collected	
View my progress reports	
View team progress reports	
Message Board View Messages	

Edit Web Page

A template for your personal and team web pages are provided, but you are encouraged to customize this page with a photo and personal message.

[\[Easy-WebPrint Menu\]](#) [Edit My Profile](#) | [Tell a Friend](#) | [Contact Us](#) | [Log Out](#)

Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
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Welcome, Head of the Hooch

Row for the Cure [Preview Page >>](#)

My Web Page	Team Web Page
-----------------------------	-------------------------------

My Web Page Link

My Web Page Link:

http://www.gifttool.com/athon/MyFundraisingPage?ID=1538&AID=396&PID=38521

Update Donation Message on My Fundraising Page

Customize the message that is displayed to your friends & family on your personal fundraising page. To save your changes, click the 'Save my changes' button below. To preview your changes click the 'Preview Page' above.

My Headline:

Welcome to Row for the Cure

My Message:

I am rowing with St. Andrew Rowing Club this season, and I am writing today to ask for your support in our upcoming community service event to raise money to fight breast cancer.

Our club is participating in a ROW FOR THE CURE® fundraiser to benefit Susan G. Komen for the Cure. Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like ROW FOR THE CURE®, Komen has invested nearly \$1 billion to fulfill their promise

Update my photo

You can upload a personalize photo (JPG or GIF format) for your web page and to the team web page using the Browse button at the bottom of “My Web Page” screen.

Preview your page

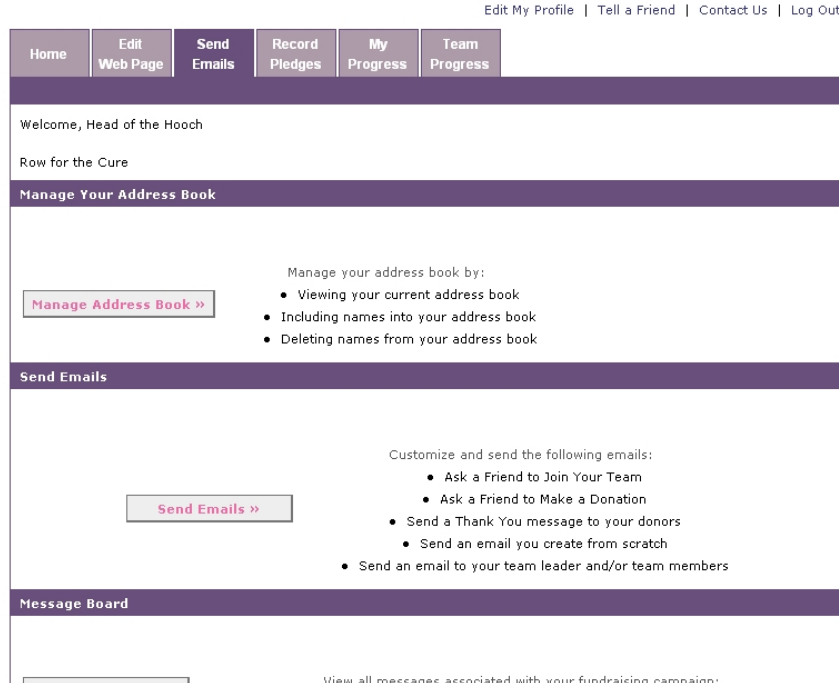
The “Preview Page” option is available at the top right of the screen so you can see how your content will actually appear to visitors.

Please be sure to add a description of your fundraising event on the team page.

Send Emails

Email is the most convenient and effective way for you to solicit donations. You can manage your email campaign with the Pledge-a-thon product.

You can use Pledge-a-thon to manage emails to your team members. Use the “Ask a friend to join your team” to send the registration link to all of your team members.



Recording Checks and Cash Donations

Use the Record Pledges tab to enter any donations you receive by check or cash. Please see the “Collecting Checks or Cash Donations” section of this document for detailed instructions.


Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
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Welcome, Head of the Hooch

Row for the Cure

Record Pledges I've Collected in Person

Help us by recording any individual cheque and cash pledges you've collected during your fundraising efforts. Using this online pledge form saves us significant administrative time and money, making your collected pledges worth more in the end.

[blank pledge form](#) 

How do I record and submit offline donations? You may wish to print off a blank pledge form and have your donors fill in the required personal information. When you are ready to record these donations to your account, just follow these easy steps:

- Click **Add a Pledge** after each entry to add more pledges to this form and record these pledges to the database. You can add new pledges at any time, logging in and out of your account as needed.
- To modify the information associated with any pledge already entered, or to delete a pledge, click the name of the donor.
- When you are ready to print your final electronic pledge form, and send this along with the pledges you've collected in person, click **Close & Print Pledge Form**. Any new pledges entered into the system after the original electronic pledge form has been printed, will be added to a new pledge form.

[+] Add a Pledge
Close & Print Pledge Form >>

Open Pledge Form:

Sponsor Name	Address	Email Telephone	Payment Method	Donation Amount
Jones, John		john.jones@gmail.com	Cheque	\$100.00

"(+)Add a pledge" screen:

[Edit My Profile](#) | [Tell a Friend](#) | [Contact Us](#) | [Log Out](#)

Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
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Welcome, Head of the Hooch

Row for the Cure

Add this pledge to my pledge form

Use this form to enter an individual cheque or cash pledge you have received during your fundraising efforts.

Contribution Amount: **USD**

Payment Method: **Cheque or Money Order**
 Cash

Sponsor's Information

First Name :

Last Name:

Email:

Phone:

Apt., Street:

City:

State/Province:

Country:

Postal / Zip Code:

« Back
Record Pledge >>

My Progress

Check or cash pledges that you record in your account will be “pending”. Once the check is turned in to the Hooch, the administrator will change the pledge status to Confirmed.

[Edit My Profile](#) | [Tell a Friend](#) | [Contact Us](#) | [Log Out](#)

Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
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Welcome, Head of the Hooch

Row for the Cure **144** fundraising days remaining

My Team: Atlanta Rowing Club [Record cash & cheque pledges collected](#)
[Ask a Friend to Make a Donation](#)

Credit Card Donations	Confirmed Pledges	Pending Pledges	Pledge Forms
-----------------------	--------------------------	-----------------	--------------

Sponsor Name	Date	Pledge Form #	Payment Method	Donation Amount
-- No confirmed pledges --				
Total cheque & cash pledges - Confirmed by the Organization				\$0.00

Confirmed Pledges: Cheque and cash pledges you have collected in person; sent in with your submitted Pledge Form; and which The ARC Foundation Charitable Trust has received and verified.

[Record cash & cheque pledges collected](#)
[Ask a Friend to Make a Donation](#)

Team Progress

You can monitor the progress for all members of your team on the “Team Progress” tab.

[Edit My Profile](#) | [Tell a Friend](#) | [Contact Us](#) | [Log Out](#)

Home	Edit Web Page	Send Emails	Record Pledges	My Progress	Team Progress
------	---------------	-------------	----------------	-------------	----------------------

Welcome, Head of the Hooch

Row for the Cure **144** fundraising days remaining

My Team: Atlanta Rowing Club [Record cash & cheque pledges collected](#)
[Ask a Friend to Make a Donation](#)

Confirmed	Pending
------------------	---------

Participant	% Achieved	Average Amount	Total #	Total Amount
1. Hooch, Head of the	0.0 %	NaN	0	\$0.00
2.				
3.				

Collecting Checks or Cash Donations

While credit card donations are preferred, you are also able to collect checks and cash. All check and cash donations should be recorded in your account.

Make checks out to

All checks should be made out to:

The ARC Foundation Charitable Trust

The Atlanta Rowing Club Foundation Charitable Trust is a 501(c)(3) non-profit organization. Donations are fully tax-deductible to the extent allowed by law.

To log checks and cash:

To record check and cash donations to your account:

- Log in to your account using your email address and password.
- Select the "Record Pledges" tab.
- Select "(+) Add a Pledge" button
- Complete the contribution amount, the payment type, and the sponsor information, and click "Record Pledge".

To turn in checks and cash

Write personal check to cover cash donations

Ask all team members to write a personal check to cover any cash donations! We would like to avoid handling cash if at all possible.

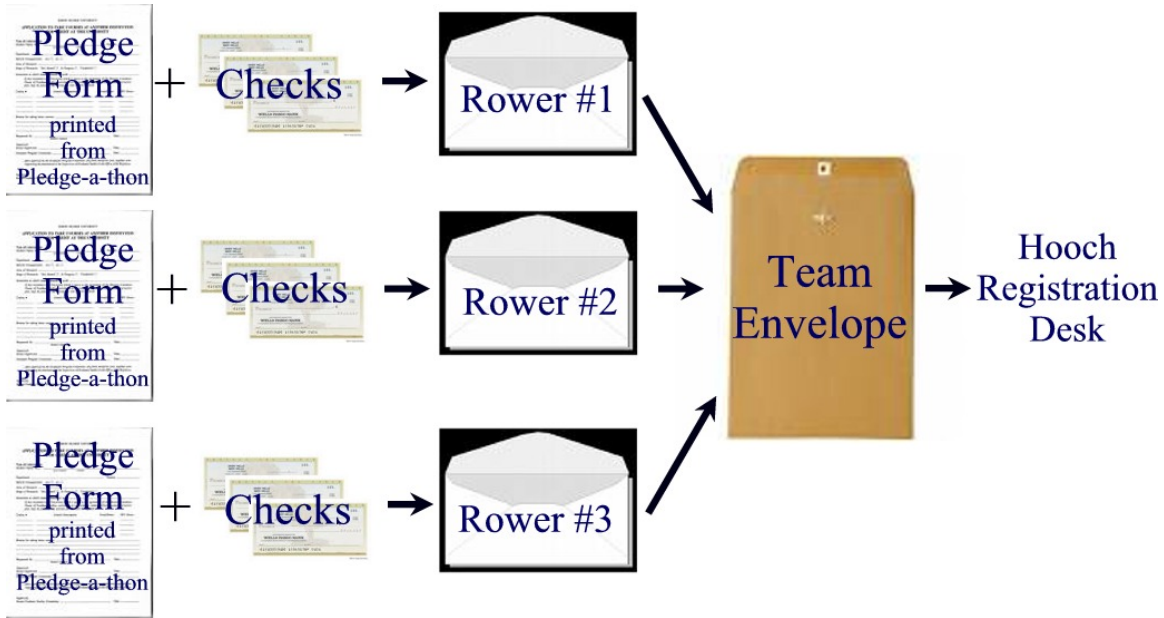
Print pledge form

All checks must be turned in with a completed pledge form! Once your team members have logged all of their check and cash donations into their account, they should print a pledge form by selecting the "Close and Print Pledge Form" button from the bottom of the "Record Pledges" page. See the "Collecting Check or Cash Donations" section of this document.

Turn in pledge form and checks

All donations from your team are due to the Head of the Hooch at the regatta, November 1-2, 2008. Please turn in forms and checks at the Registration Tent.

PLEASE help us with administration of offline donations! You will need a printed pledge form for each member of your team that collects donations by cash or check. Please keep the form and all checks in a separate envelope for each team member.



Team Incentives at the Hooch

All prizes and Hooch recognition will be based on the Pledge-a-thon team fundraising totals as of noon (Eastern) Monday, October 20th. Each individual collecting check or cash donations must record these pledges into their Pledge-a-thon account.

Bandanas

Row for the Cure bandanas will be provided for each registered Pledge-a-thon participant that raises money. The number of bandanas will be calculated based on the Pledge-a-thon registration and donation totals as of noon (Eastern) Monday, October 20th. Pick up bandanas for your team at the Hooch registration desk

Fundraising Levels

Teams will be recognized at the following fundraising levels based on the total funds raised per team as of noon Monday, October 20th:

Platinum:	\$20,000
Gold:	\$15,000
Silver:	\$10,000
Bronze:	\$ 5,000

Friday Night Team Reception

A reception will be held Friday, October 31st at [Niko's Southside Grill](#) for the top fundraising teams. Nikos is serving very heavy hors d'oeuvres in an open house style setting. Please take a moment to visit their web site... it will make you hungry!

To give small teams equal chance to earn this reward, winning teams will be determined by the average \$ raised per person racing at the Hooch.

- Total \$ raised will be based on the Pledge-a-thon team fundraising total as of noon (Eastern) Monday, October 20th.
- Number of people on the team will be determined by the number of rowers registered to race at the Hooch as of noon (Eastern) Monday, October 20th.

The number of people invited to the reception will be limited to 500.

Here are tentative logistics that are subject to change. We expected multiple "seatings" between 5:30pm and 8:30pm on Friday, October 31st. Teams will be contacted in winning order to select a seating. Teams not able to make arrangements to be at Niko's for the reception will, unfortunately, forfeit this prize.

Tickets will be available to winning teams at the Hooch registration desk on Friday. If teams are unable to pick up tickets during registration hours, alternate arrangements must be made in advance. Tickets will be required for each person attending the reception. The number of tickets provided will be based on the number of rowers registered for the Hooch with additional tickets for coaches.

While Niko's offers a relaxed dining atmosphere, rowers are expected to dress appropriately. More information will be provided to winning teams.

Pledge-a-thon Administrative Fees

There are costs associated with Pledge-a-thon setup and collecting donations via credit cards. Administrative expenses will be deducted from the total amount collected by your team, and checks will be issued to the Komen for the Cure affiliate of your choice. Every effort will be made to minimize administrative fees. Fees are dependent upon the number and size of donations received, and target fee percentage is 5%.

Public Relations Tips

Simple steps to help editors and reporters at your hometown newspaper cover your Row for the Cure® event.

One Month Prior to Event

1. Identify interesting stories for your Row for the Cure® i.e. large number of local participants, unique participant stories, high profile participants, etc.
2. Draft a press release announcing your Row for the Cure® (<http://www.rowforthecure.com/news/pressrelease/portlandnews1.htm>). Your press release should be no more than two pages in length
3. Identify editors and writers at your hometown newspaper who you would like to contact to cover Row for the Cure® You can usually find editor and reporter contact information on the newspaper web sites.
4. Send press release via ***e-mail only*** to sports and local editors of your hometown paper.
5. Send press release to events calendar of your hometown paper
6. Follow-up with a phone call to the editor of the sports and local sections to tell them about the story and ask for their coverage

Three / Two Weeks Prior to Event

1. Follow-up with targeted editors and reporters

One Week Prior to Event

1. Identify photo editors at your hometown newspaper (also located in .about us. or .contact us. section)
2. Resend press release in simplified .Media Alert. format to photo editors of local newspapers with .Photo Alert. in the subject line
3. Follow-up with photo editors via phone to invite them to cover the event

Day of Event

1. Provide a designated media escort to help attending media members and photographers find the best story
2. Provide a media launch for photographers to follow the race
3. Have copies of your news release at a location designed media at your event
4. Produce an event follow-up news release (<http://www.rowfortheure.com/news/pressrelease/portlandnews2.htm>) that includes results and winners. This should be e-mailed to the same list that received your initial list along with any reporters attending the event. To meet daily deadlines, make sure that your news release is received by 5pm on the day of your event to make deadlines for dailies.

Links

Head of the Hooch, Row for the Cure:

<http://www.headofthehooch.org/rowfortheure/>

Join a fundraising team (Register):

<https://www.gifttool.com/athon/SignUpMode?ID=1538&AID=396>

Donate to Row for the Cure (Sponsor a Participant):

<http://www.gifttool.com/athon/SearchParticipants?ID=1538&AID=396>

Login to my account

<https://www.gifttool.com/athon/ParticipantLogin?ID=1538&AID=396>

Contacts

Hooch Row for the Cure Director: Jean Passarello

Email: rowfortheure@headofthehooch.org

Phone: (404) 538 0170

Appendix A: Team Registration Form

TEAM		
Team Name:		
No. of members:		
Team Web address:		
CONTACT		
This contact will administer the Team page for the Online Donation System		
First Name:		
Last Name:		
Address1:		
Address2:		
City:		
State:		
Zip:		
Phone:	Primary:	Alternate:
Email:		
Your Role:	Coach <input type="checkbox"/> Team Member <input type="checkbox"/> Parent <input type="checkbox"/> Other <input type="checkbox"/>	

ROW FOR THE CURE	
Team \$ Goal for your fundraiser:	
\$ Goal for individual members:	
Description of your fundraising event: Your team may simply choose to collect donations for Row for the Cure, or you can organize a fundraising event. Examples of events are row-a-thon, erg-a-thon, auction, etc.	<input type="checkbox"/> No, our team will not host an event <input type="checkbox"/> Yes, our team will host an event. Please describe:
Which local affiliate of Susan G. Komen for the Cure would you like to raise money for? (A complete list of Komen affiliates can be found at: http://cms.komen.org/komen/Affiliates/)	If no affiliate is specified, donations will benefit the Chattanooga affiliate of Komen for the Cure
<p>Administrative Fees: There are costs associated with collecting donations via credit cards. Administrative expenses will be deducted from the total amount collected by your team, and checks will be issued to the Komen for the Cure affiliate of your choice. Every effort will be made to minimize administrative fees. Fees are dependent upon the number and size of donations received, and target fee percentage is 5%.</p> <p>I understand administrative fees will be deducted from the total amount collected: <input type="checkbox"/></p>	

Please provide all requested information and submit using one of these options:

- Save form and send via email to: rowforthecure@headofthehooch.org
- Or, mail to: Hooch Row for the Cure, 3605 Sandy Plains Rd., Ste 401, Marietta, GA 30066

Questions? Contact Jean at 678-560-0065 or rowforthecure@headofthehooch.org

Row for the Cure® History

The Row for the Cure® was established in 1994 by Kathy Frederick and Station L Rowing Club to support the Oregon and SW Washington Affiliate of the Susan G. Komen for the Cure Foundation in the search to find a cure for Breast Cancer.

The first regatta was a parade of rowing boats on the Willamette River with just 46 rowers. Organizers included men as well as women because Breast Cancer affects the whole family. After 1997, when the Station L barge sank, Station L continued to this regatta every year and has contributed over \$125,000 to its local affiliate of the Komen Foundation.

In 1999, the Seattle Row for the Cure® began the nationwide expansion of these events. By 2006 some 11 cities across the U.S. and Frankfurt, Germany had hosted a Row for the Cure®. The U.S. women's national eight-oared crew helped raise awareness of the fight against breast cancer by competing in a Komen benefit sprint following the Munich, Germany World Cup stop in 2005.

Today, the Row for the Cure® is a national land and water based multi-sport regatta series which includes rowing shells, canoes, kayaks, dragon boats, and Native American canoes. The national website is www.RowForTheCure.com. The regattas are official third party events which raise money for local affiliates of the Susan G. Komen for the Cure Foundation. They are sanctioned and supported by the national ruling body, the United States Rowing Association. Row for the Cure® is also supported by partnership with Regatta Central and counts among its sponsors the Pocock Rowing Foundation. Over the years the events have contributed over \$500,000 to the cause of early detection, patient and family support and research to eliminate breast cancer as a life threatening disease.

About Komen

Nancy G. Brinker promised her dying sister, Susan G. Komen, that she would do everything in her power to end breast cancer forever.

In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure, we have invested nearly \$1 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world.

Visit www.komen.org for more information