



2011 Weekend to End Women's Cancers Crew Guide

**WELCOME TO THE SHOPPERS DRUG MART®
WEEKEND TO END WOMEN'S CANCERS™ CREW!**

*Thank you for joining the Weekend Crew! This year's event will be remarkable and your involvement is essential to the success of the Weekend.
Thank you for giving your time!*

You are an All-Star Crew Member!

To those of you who have registered as a Crew Member for the first time, we hope you will have an amazing time and take pride in your contribution to an amazing cause! To the Crew Members returning for another year with the Crew Teams, thank you for your continued dedication and involvement! We want the 2011 Weekend to be even more fun, even more efficient and even more meaningful for everyone involved! There may be changes to how things have been done in the past, but everything is done with purpose so please remember to have a great time as we work towards a fabulous Weekend to End Women's Cancers! Please remember our four-word Crew philosophy:

☆ Excellence

☆ Teamwork

☆ Flexibility

☆ Service

The Basics

Please start off your 2011 Crew experience by reading through this Crew Guide, reviewing the teams available, and noting the requirements and requests of each team. Then you must complete your assignment form and return it to your Crew Coach. Be sure to look at the online calendar for upcoming Crew 101s and other Weekend events so you can attend them and broaden your involvement in the Crew!

What is the overall Weekend schedule?

Friday, July 23, 2011

- All registered Crew must attend the All Crew Meeting in the evening. You will meet key Staff involved with Crew throughout the event, have the chance to gather with your specific team, review procedures for the event and more!
- There will be a Captains' Meeting held prior to the All Crew Meetings that is Mandatory for Captains to attend.
- Please remember, the goal of the All Crew Meeting is to gain any additional information you need to start Saturday morning off right. *Please do not leave without feeling 100% comfortable with what the next two days will bring!*

On Day 1 (Saturday, July 23) and Day 2 (Sunday, July 24):

- All teams will have a schedule to follow, supplies and possibly vehicles to manage, and service to provide.
- On Saturday, everyone will be at Camp for showers, a hot buffet dinner, dancing and sleeping.
- On Sunday everyone will conclude their Weekend experience together at Closing Ceremonies.

Are you motivated to do more?

- The Crew Teams need a **Captain**. Whether you were a Captain last year, or think you might like to try it out, please indicate this on your assignment form. You will lead your team throughout the Weekend! We will provide you with advanced training and information onsite.
- Want to help with preparing everyone for the Weekend and get to know the Staff more? Spend a couple hours volunteering in the office. You can meet the local Staff members, other Volunteers and Crew Members, and take part in an additional area of the Weekend!
- Would you like to tell others about your fabulous experience as a Crew Member on past Weekend events? *Share it at our Crew 101s.* We would love the assistance of experienced Crew members at every Crew 101 and you can help make the Crew even stronger!
- Would you like to see the Alberta Cancer Foundation have even higher fundraising to help end women's cancers? You can help by setting your own fundraising goals and raising money through your personal page and out in the community!

Crew Assignments

Crew Team Members are assigned on a first come, first serve basis. We want to ensure that it is a fair process for everyone. Please ensure you complete your assignment form and send it to your Crew Coach at 877-394-9255 or crewalberta@endcancer.ca.

If you have a medical license, specific driver's license class, etc, please be sure to mention it so we can help you utilize your distinct skills! **Please note, even if you have been a Crew Member in the past, you **MUST** fill out a new Assignment Form in order to be assigned to a team.*

Your Next Steps

1. **Read** through your entire Weekend to End Women's Cancers website and this Crew Guide.
2. **Fill out** the enclosed Crew Assignment Form and email, mail or fax it to us immediately. Please ensure that you include the appropriate telephone number to reach you at in both the daytime and in the evening.
3. **Tell friends** and family about the pledge you have made to be a part of the Weekend to End Women's Cancers Crew. *Encourage them to register and join you on the Weekend!* 4. Review the fundraising tips in the handbook. We encourage you to further your commitment to the fight against women's cancers and set a goal to raise \$500 to benefit the cause!
4. **Your Crew Coach will be in touch** with you regarding your assignment and other event details. Your Crew Coach and your Team Captains/Leaders will be your main point of contact on the event Staff. If your Crew Assignment requires you to drive a vehicle, please be sure to fax or email us a copy of your Driver's License as soon as possible.

If you have any questions, please call 877.394.9255 all of our Coaches will be happy to help you.

FUNDRAISING FOR CREW TEAM MEMBERS:

SUGGESTIONS AND TOOLS

Help to make the 2011 Weekend the most successful fundraising event ever!

We cannot thank you enough for giving your time for the Weekend! We also encourage you to fundraise. Why do we do this? Fundraising will help the Alberta Cancer Foundation in its tremendous goals of ultimately ending women's cancers. The funding is vital to research, community outreach, education and treatment.

By being a registered Crew Member, you have access to the full Weekend experience - using your Participant Centre, your emailing capabilities, your fundraising worksheet and most importantly, the Weekend Coaches who can help with your fundraising goals by offering ideas, strategies and more!

What can Crew do with fundraising?

Your involvement as a Crew Team Member is unique and each of you will have an experience that is distinctly yours. How can you put your motivations and memories to work? Consider these Crew Fundraising ideas:

- **Set up your Participant Centre.** If you have not already done so, please remember to do this as soon as possible! Your Personal Page will help you get word out to friends, family and colleagues about your passion and involvement in the Weekend. They can view information you post online and also give you a donation through your page!
- **Be proud of your contribution!** Tell your friends and family why the Weekend means so much to you and the others who are involved both as Crew and as Walkers. The Weekend has a different personal meaning to each person involved. Then, ask them to support you and your goals by making a donation to your fundraising efforts. Donors can give gifts over time rather than one lump sum if they prefer.
- **Set your sights high and ask big!** You never know how much someone is able or willing to donate unless you ask. You could be pleasantly surprised!
- **List everyone** you spend time with. Ask them all for their help. They can give a donation or help you by getting donations from others in your name!
- **Use the holidays!** St. Patrick's Day, Easter, birthdays, anniversaries... get creative!
- **Get active!** Come up with ways you can be creative in your fundraising. Maybe you have been meaning to clean out your closet and cabinets so you can have a yard sale with all of the proceeds going towards your fundraising goal. Or you can set up a car wash and have the profits put towards your fundraising goal.
- **Look on the Message Boards!** Look for the "Fundraising" messages. Other Crew members are posting their fundraising ideas. By communicating with fellow Crew Team Members, you can share your excitement, encourage others to get their friends, family and colleagues involved, as well as share your fundraising ideas!
- **Involve your team!** When you get together with your fellow Crew Team members whether it is for a team car wash, a garage sale, or a pub night, you get to know those who you will be with during the Weekend and have a chance to spend time together in a fun way. This will raise your spirits and funds towards your goals!

☆ *We have a Sample Crew fundraising email in your "Participant Centre Email Tab" and Crew pictures you can load up onto your personal page. Also, your fellow Crew members will be active on the message boards with ideas that work for Crew members! Be sure to communicate with each other and enjoy the experience of being on the Crew together!*

Guidance and suggestions from returning Crew Members...

"Being a crew member is energizing! It is belonging in a team, organized, dynamic, and enthusiastic. It is to do something concrete for cancer research. My family and friends helped with the fundraising for the Beneficiary. I thank them to help me to make a difference so we can all have hope." - Sylvie

"Join one of the walking teams in your area. You will gain some valuable friends, many of whom you will see and assist during the walk. These wonderful dedicated people will help inspire ideas to raise money and you will gain a real insight to the effort these walkers make to help our event be a true success." - Rob

"My approach to fundraising for The Weekend is incredibly simple - a letter with some pictures and a request for donations.... And going into the Weekend knowing that I am supported by family and friends in something that is important to me has enhanced my crewing experiences immensely." - Lynda

Medical and Massage Professionals Needed!

Help us recruit a record number of massage and medical practitioners for 2011. Doctors, nurses, podiatrists, chiropractors, and massage therapists/students are welcome to join in the Weekend fun!

Call your Crew Coach to receive more information!