

# 2011 LakeWalk for Cancer Update

- Changes for 2011 from past
  - T-shirt
  - Prizes
  - Forms and process
  - Day of Registration Fee
- Basics about the LakeWalk for Cancer
  - Teams
  - Fundraising

# 2011 T-shirts

**All LakeWalk registered participants are eligible to receive a high-quality, long-sleeved 2011 LakeWalk T-shirt.**

**T-shirts are available for pick up on Early T-Shirt scheduled dates and times or on LakeWalk Day before 9:45 a.m.**

**This year, adults have different t-shirts from children.**

- **Adult - Unisex Sizes (Forest Green)**

- Small
- Medium
- Large
- X-Large
- XX-Large
- 3X-Large



- **Children (Kelly Green)**

- Small (6-8)
- Medium (10-12)
- Large (14-16)



# LakeWalker Prizes

As our way of saying "thanks," you will receive the following when we receive a pledge envelope with your list of online donations, as well as the checks and cash you raised. You receive the prize for the highest level for which you qualify as well as one for each of the levels below your highest level.

## ***Pledges Raised***

- \$50                      *LakeWalk Pin*
- \$150                     *LakeWalk Sweatshirt and Pin*
- \$300                    *LakeWalk Blanket, Cooler or Umbrella*
- \$500                    *LakeWalk Windshirt*

- *We have a new blanket this year.*



*It is a fold up blanket with a polyester backing, handle and pocket.*

# Team Prize

- Two teams will be awarded this year..
  - The Loving Cup trophy will be awarded to the top family and friends fundraising team
  - Corporate Team Trophy will be awarded to the top corporate fundraising team.
  - The winning team's names will be engraved on the trophies, which can be proudly displayed in your home, office, school, etc., from June to January. From February through May, the trophies will be displayed in the Regional Cancer Center at Oconomowoc Memorial Hospital as an inspiration to teams, patients and their families.

# Forms

## • Team Captain Offline Registration

### Individual Entry Form (Please print)

www.lakewalk.org

#### I will be walking:

- As an individual
- As a team member
- As a team captain

Team Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Name \_\_\_\_\_

I am a cancer survivor. (This information is tracked by ProHealth Care.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone \_\_\_\_\_

Home Phone \_\_\_\_\_

E-mail \_\_\_\_\_

By providing an e-mail address, you will receive LakeWalk e-mail updates. Team captains, please provide your email to get important team captain information.

#### T-Shirt

T-shirts cannot be guaranteed for entries received after March 18.

Long-Sleeve ADULT Unisex T-Shirt:  
Circle one: S M L XL XXL 3XL

Long-Sleeve CHILD T-Shirt:  
Circle one: S (6-8) M (10-12) L (14-16)

Decline shirt

#### Indemnification

I know that I should talk to my doctor before taking part in this walk if I have any concerns about my health. I agree that ProHealth Care, Inc. is not responsible for any problems or injuries I may have while taking part in this walk. I agree not to bring a claim or lawsuit against ProHealth Care, Inc. or any individual or entity associated with the event. I also agree I am the only one responsible for all of my personal items. I also agree to the use of my name and pictures in any broadcast, telecast or print media account of this event. In filling out this form, I acknowledge I have read and fully understand my own liability and do accept restrictions.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Parent's Signature if under 18 \_\_\_\_\_

#### Registration Fee

\$15 on or before March 18;  
\$20 March 19 – May 6;  
\$25 May 7

Registration Fee: \$ \_\_\_\_\_

Personal Gift Enclosed: \$ \_\_\_\_\_

Net proceeds from LakeWalk go directly to support the Regional Cancer Center at Oconomowoc Memorial Hospital. Donations are tax deductible as prescribed by law.

Total Enclosed: \$ \_\_\_\_\_

#### Payment Method

- Check Enclosed
- Cash (Please do not mail cash, hand deliver)
- Credit Card

MasterCard  VISA

Card # \_\_\_\_\_

Exp. Date \_\_\_\_ / \_\_\_\_

Security Code \_\_\_\_\_

To register by mail, send your entry form and payment to:

Oconomowoc Memorial  
Hospital Foundation – LakeWalk  
791 Summit Avenue  
Oconomowoc, WI 53066-3896

Or you may prefer to register online at  
[www.lakewalk.org](http://www.lakewalk.org)

### Individual Entry Form (Please print)

#### I will be walking:

- As an individual
- As a team member
- As a team captain

Team Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Name \_\_\_\_\_

I am a cancer survivor. (This information is tracked by ProHealth Care.)

# Customized Team T-Shirt Order Form

Every team captain must turn this in to get customized team t-shirts with the team artwork (name, logo, etc.) on the back!

CUSTOMIZED TEAM T-SHIRT ORDER FORM  
2011 LAKEWALK FOR CANCER  
THIS FORM IS REQUIRED FOR CUSTOMIZED TEAM T-SHIRT ORDERS.

Team Name	Team Captain Name	Phone
Our team wants customized T-shirts (Customized T-shirts can be ordered through Friday, March 18.)		
<input type="radio"/> Enclosed is \$25.00 per team T-shirt fee		
<input type="radio"/> I have already paid the T-shirt fee online		
Please make checks payable to: Oconomowoc Memorial Hospital Foundation - LakeWalk		
Credit card payment: <input type="radio"/> MasterCard <input type="radio"/> VISA		
Credit Card #	Exp. Date	Security Code

## T-SHIRT COUNT

We will use the data we have received as of 4:30 PM, March 18, 2011 for the counts and sizes for your t-shirt order. We are not able to order more t-shirts than registered participants.

## ARTWORK

- Please use my team's artwork from last year.
- Please use my digital artwork emailed to omhfoundation@phcl.org. Digital artwork includes Word, Adobe, EPS or JPEG files.
- Please use my camera-ready artwork submitted with this form. Camera ready artwork is clean, black and white art that is printed on a solid white sheet of paper. It can be laser or ink-jet printed. Please do not submit letterhead or business cards, as these do not reproduce well.

Please submit form, payment and artwork by 4:30 PM, on Friday, March 18, 2011 to:  
OMH Foundation  
791 Summit Avenue  
Oconomowoc, WI 53066  
or email to omhfoundation@phcl.org.

If you have any questions, please call 262-569-0222 or email omhfoundation@phcl.org.

Thank you for participating in the LakeWalk for Cancer. We look forward to seeing you and your team on May 2!

We will use the data we have received as of 4:30 PM, March 18, 2011 for the counts and sizes for your t-shirt order. We are not able to order more t-shirts than registered participants.

If you want to use the same logo as last year, check that off here.

Otherwise, submit your artwork by email or paper as noted here.

# Team Members' Individual Pledge Envelope



## Pledge Envelope

### What's raised here, stays here!

Give hope by collecting pledges from friends, co-workers, relatives and anyone who would like to make a contribution to your special effort in support of the Regional Cancer Center at Oconomowoc Memorial Hospital.

Turn in this pledge envelope by 9:45 a.m. on LakeWalk day to qualify for special incentive prizes. If you are a team member, turn your pledge envelope in to your team captain to be counted as part of your team's total. You may also turn your pledge envelope at the Foundation office, 869 Summit Ave, Oconomowoc.

Please make checks payable to: OMH Foundation – LakeWalk

FIRST SATURDAY IN MAY	10 A.M.
FOWLER PARK, OCONOMOWOC RAIN OR SHINE	

		OFFICE USE ONLY
Total Cash Enclosed		
Total Checks Enclosed		
<b>TOTAL</b> Enclosed		
Amt. Previously Raised (online or already submitted)		
<b>TOTAL RAISED</b>		

Last Name		First Name	
Address		City	State Zip
( )			
Phone Number		E-mail	

Team Name (if applicable)

Please indicate which incentive prizes you would like to receive:

\$50 +	\$150+	\$300+	\$500+
<input type="checkbox"/> Pin	<input type="checkbox"/> Sweatshirt (select size) <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> 2XL	(select one) <input type="checkbox"/> Umbrella <input type="checkbox"/> Blanket <input type="checkbox"/> Cooler	<input type="checkbox"/> Windshirt (select size and color) <input type="checkbox"/> S <input type="checkbox"/> Stone <input type="checkbox"/> M <input type="checkbox"/> Navy <input type="checkbox"/> L <input type="checkbox"/> Royal blue <input type="checkbox"/> XL <input type="checkbox"/> Hunter Green <input type="checkbox"/> 2XL

1. Every member of the team will need to complete one of these envelopes and give it to the Team Captain.
2. Team members can keep a list of their pledges separately if they like.
3. Each team member notes any cash or checks enclosed in the pledge envelope in this section.
4. Each team member notes any pledges raised online or previously submitted totals from other envelopes here.
5. Then the team member notes what prizes they want.

# Team Envelope

1. The Team Captain collects each team member's individual pledge envelope in the Team Envelope.
2. Once the Team Captain has all the envelopes, they note how many prizes they need.
3. Team Captains can use the Team Roster to keep track of the prizes members want.
4. Team Captains turn in the Team Envelope with all their team members envelopes inside and the count of prizes needed completed. →
5. If any team member wants a wind shirt, they must include that information here. →
6. No loose checks or cash should be in the team envelope. Please put any additional checks or cash in an individual team envelope and mark it as a team donation with the team name if it is not to be credited to an individual team member.



## LakeWalk for Cancer Team Envelope

Turn in all of your team's individual pledge forms/envelopes and their contributions in this convenient envelope.

To be eligible for individual incentives, all information on this envelope must be complete and received by 9:45 am on the day of the Walk.

Thank you!

Office Use Only	
Tical Amt	
Check Amt	
Cash Amt	
INT	

Team Name \_\_\_\_\_

Team Captain \_\_\_\_\_ Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Company or Organization (if applicable) \_\_\_\_\_

# of Pins (for those raising \$50+)

# of Sweatshirts (for those raising \$150+)

Sm	Med	Lg	XL	XXL
----	-----	----	----	-----

# of Umbrellas, Blankets, or Coolers (for those raising \$300+)

Umbrellas	Blankets	Coolers
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Windshirts\* (for those raising \$500+)

\*Please fill out all information for each Team Member ordering a Windshirt.

Name _____ Phone (with Area Code) _____ Email _____	Windshirt Color <input type="checkbox"/> Stone <input type="checkbox"/> Royal Blue <input type="checkbox"/> Navy <input type="checkbox"/> Hunter Green	Windshirt Size <input type="checkbox"/> Sm <input type="checkbox"/> Med <input type="checkbox"/> Lg <input type="checkbox"/> XL <input type="checkbox"/> XXL
Name _____ Phone (with Area Code) _____ Email _____	Windshirt Color <input type="checkbox"/> Stone <input type="checkbox"/> Royal Blue <input type="checkbox"/> Navy <input type="checkbox"/> Hunter Green	Windshirt Size <input type="checkbox"/> Sm <input type="checkbox"/> Med <input type="checkbox"/> Lg <input type="checkbox"/> XL <input type="checkbox"/> XXL
Name _____ Phone (with Area Code) _____ Email _____	Windshirt Color <input type="checkbox"/> Stone <input type="checkbox"/> Royal Blue <input type="checkbox"/> Navy <input type="checkbox"/> Hunter Green	Windshirt Size <input type="checkbox"/> Sm <input type="checkbox"/> Med <input type="checkbox"/> Lg <input type="checkbox"/> XL <input type="checkbox"/> XXL
Name _____ Phone (with Area Code) _____ Email _____	Windshirt Color <input type="checkbox"/> Stone <input type="checkbox"/> Royal Blue <input type="checkbox"/> Navy <input type="checkbox"/> Hunter Green	Windshirt Size <input type="checkbox"/> Sm <input type="checkbox"/> Med <input type="checkbox"/> Lg <input type="checkbox"/> XL <input type="checkbox"/> XXL

# Team Frequently Asked Questions

## Team FAQ

Experience the special spirit of walking as a team to help your community. Share your enthusiasm with your co-workers, family, friends, and neighbors. Compete with other teams for pledges raised. And you can even customize your T-shirt with your team name and/or logo.

### **What is a team?**

- Any two or more walkers can form a team to walk and help fundraise together.
- There is no team fee, but each team captain and team member must pay the walk registration fee.
- Teams can be formed by friends, family, companies, churches, etc.
- Teams choose their own name.
- Teams can choose a team logo to put on the back of their team members LakeWalk shirts. For more information on this see *Customized Team T-Shirts* below.
- Each team will be able to accept donations in the team's name or in the name of any of their members.
- Each team gets a website for their team.
- Each team member gets a personal web page for raising money online whether they register online or not.
- Two teams are awarded a LakeWalk trophy every year.
  - The Loving Cup trophy is awarded to the top family and friends fundraising team.
  - The Corporate Team Trophy is awarded to the top corporate fundraising team. The two winning teams' names are engraved on the trophies, which can be proudly displayed in their home, office, church, school, etc., from June to January. From February through May, the trophies will be displayed in the Regional Cancer Center at Oconomowoc Memorial Hospital as an inspiration to teams, patients and their families.
  - A plaque in the Regional Cancer Center bears the names of all winning LakeWalk for Cancer teams.

# Team FAQ 2

## How can I/we start a team?

- Each team must have one individual who will register as the **Team Captain**.
  - Teams may have co-captains, but only one individual can register as the official **Team Captain**.
- Teams are started when the Team Captain registers.
  - Team Captains can register online or submit a paper registration form by mail, fax or in-person...
  - The paper registration form is available online by clicking [here](#).
- Team Captains must pay the walker registration fee appropriate for the date of their registration. For more information on fees [click here](#).
- Team Captains can submit their registration form with those of their team members or send their registration in first.

## How can I/we join a team?

- Team members can register online or submit a paper registration form by mail, fax or in-person.
- Team Members can register once the **Team Captain** registers and starts the team.
  - Team members can register online or submit their payment with a paper registration form.
- The paper registration form is available online by [clicking here](#).
- Team members must pay the walker registration fee appropriate for the date of their registration. For more information on fees [click here](#).

# Team FAQ 3

## ***How do I learn more about being a Team Captain?***

- Anyone interested in being a team captain is invited to attend a [Team Captain Kickoff](#) or to obtain a **Team Packet** that includes information on team captain responsibilities, tips on building a successful team and printed materials to distribute to team members and any changes in procedures from previous LakeWalks.
  - The Team Packet contains a Team Captain Guide for Starting a Team, Team Customized Logo T-Shirt Order Form, Team Captain Checklist, Team Captain's Team Roster, event brochures, and registration forms for team members, Individual Pledge Envelopes and Sponsor Me cards for each team member to use for fund raising, and a Team Pledge Envelope for the Team Captain to use for collecting their team members' Individual Pledge Envelopes to turn in on the day of the walk.
  - To request a team packet send an email to [omhfoundation@phci.org](mailto:omhfoundation@phci.org) or call the OMH Foundation office at 262-569-0222
  - It is recommended that every Team Captain, whether a team captain before or not, get a **Team Packet** for the 2011 LakeWalk for Cancer.

## ***What is a Customized Team T-shirt?***

- Teams may choose to have their LakeWalk T-Shirts customized with their team name and/or logo on the back.
- Teams that want to customize their T-Shirts must pay a fee of \$25 a team; submit their artwork and a **Customized Team T-shirt Order Form** by March 18, 2011.
  - If a Team Captain starts the team online, this fee may be paid as part of their online registration process.
  - Even if a team captain pays this fee online, the **Customized Team T-shirt Order Form** still needs to be completed and submitted to the OMH Foundation office by March 18, 2011.
  - The team member data **on registered team members and shirt sizes must be received** in the OMH Foundation office or online as of 4:30 p.m. on March 18, 2011. Whatever shirt sizes and team member counts received will be used for the Customized Team T-shirt order.
  - Teams cannot order more Customized Team T-Shirts than they have registered walkers.
  - Click here to download a [Customized Team T-shirt Order Form](#).

## ***Who pays the team fee for customized Team T-shirts?***

- The team captain is responsible for submitting payment of the team's \$25 Customized Team T-shirt Fee.

# Team FAQ 4

## How do team members get their shirts?

- Team Captains are responsible for distributing team T-shirts to team member who registered prior to the early T-shirt pick-up date.
  - Team Member T-shirts are not available for pick up individually during the early t-shirt pick-up. Team member shirts are only distributed to the team captain.
  - All of the team's shirts will be packaged together for pick up by the Team Captain at either the early t-shirt pick up dates or at Fowler Park on the morning of LakeWalk day.
  - Team T-shirts are available for pick up by the Team Captain [or someone the Team Captain officially designates to pick up the shirts for them] during Early T-Shirt Pick Up on Friday, April 29, 10 a.m.-5 p.m., and Saturday, April 30, 9 a.m.-noon, at the OMH Foundation Office, 869 Summit Ave, Oconomowoc, WI (Note our new address!!)
  - If at all possible, we recommend that Team Captains pick up and distribute their team members shirts prior to LakeWalk day,
  - Team Captains can also pick up their team's t-shirts at Fowler Park on LakeWalk day before 9:45 a.m. except for the t-shirts for any team members who registered after the Early T-Shirt pick-up days. Any team members who registers after the Early T-Shirt pick-up should pick up their shirts at the registration area in Fowler Park the morning of the walk. Standard LakeWalk t-shirts will be available on LakeWalk day for those members on a first-come, first-served basis.

## When is the Customized Team T-shirt order deadline?

- Customized Team T-shirt orders are due by 4:30 p.m. on Friday, March 18, 2011.

## If you have our artwork from last year, do we need to send it again?

- It's not necessary to send it again this year unless there has been a change. Please make sure to check the appropriate box on the [Customized Team T-shirt Order Form](#) to notify us that you plan to use last year's artwork.

# Team FAQ 5

## **How do we send the artwork to you?**

- Digital artwork for customized team t-shirts must be in a graphic, word or Adobe Acrobat file format. Please email the artwork as an attachment to [omhfoundation@phci.org](mailto:omhfoundation@phci.org) by March 18.

## **What if I can't get digital artwork?**

- Letterhead or business cards do not reproduce well. You can submit any artwork that you have, but our T-shirt vendor will determine whether or not your artwork is usable. If your artwork will not reproduce within acceptable standards, we will contact you.

## **What if we want to add a team member after the shirt deadline on March 18?**

- Due to our T-shirt production timeline and processing time for teams, we're unable to add to a Customized Team T-shirt for that member. However, your new members can still join your team. They will receive a standard LakeWalk T-shirt as long as shirts are available.

# Fundraising

- Registration fees are not donations.
  - Walkers are encouraged to raise pledges!
  - Walker registration fees pay the costs of running the walk.
  - If total fees exceed the costs of the walks, then any balance will be added to the pledges to benefit the Regional Cancer Center at Oconomowoc Memorial.

# Day of Registration Fee

- For walkers who register at the event on LakeWalk day, the fee has been changed to \$25 (from the previous fee of \$20).

# Thank You!

- If you have a question about teams, call the Foundation office at 262-569-0222 or email us at [omhfoundation@phci.org](mailto:omhfoundation@phci.org).