

A Team Captain Guide for Team Fundraising

Welcome

We are so glad you decided to join us as a Team Captain for *Walk to End Lupus Now*[™]. Forming a team is a great way to support the Lupus Foundation of America's mission. You'll build comradery, develop leadership skills, promote health and wellness and offer your friends and family a fun way to support a good cause.

We encourage you to invite as many people as possible to join in the fun. Friends, family and co-workers are encouraged to join the team. Bigger teams are not just more fun, but they also fundraise more effectively. When you have more team members, your fundraising potential is even higher because more people are fundraising toward a common goal. You're all in it together. Set a goal of recruiting at least 10 walkers to your team.

As a Team Captain, you play a large role in your team's success. It is an important job, and we are here to help you make sure your team is successful and has a rewarding experience!

Walk to End Lupus Now

Our *Walk to End Lupus Now* events are conducted nationwide by the Lupus Foundation of America and its national network to raise money for lupus research, increase awareness of lupus, and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with the Lupus Foundation of America and walk with one unified purpose – to end lupus.

Walk to End Lupus Now events are non-competitive and anyone can participate. Corporations, families, organizations and school groups build teams of fundraising participants. **Every walker is a fundraiser.** Participants raise funds by asking friends, relatives and co-workers to donate to their fundraising efforts.

Your role as Team Captain

A successful team needs a strong captain. Serving as a Team Captain and rallying your friends and family around solving the cruel mystery of lupus is an important job and a valuable leadership experience. As a Team Captain, your job is to inspire your teammates to maximize their fundraising during the campaign.

You are responsible for recruiting and motivating your team. Communicate clearly with your Team Members and let them know exactly what you need them to do to reach your team's fundraising goal.

Step-by-Step to a great campaign

The step-by-step information in this guide will help you execute a great *Walk to End Lupus Now* campaign. Make your job easier by managing your team online at lupusgreaterohio.org/walktoendlupus. Contact Development Manager, Bryan Haynes, for direction or support.

Let's get organized

Work with your *Walk to End Lupus Now* local Walk Manager to help you plan your fundraising campaign. The first step is to get your core team together.

- o Meet with your *Walk to End Lupus Now* Walk Manager and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources and next steps
- o Set up your team fundraising page on lupusgreaterohio.org/walktoendlupus
- o Send an email to your friends and family announcing that you're fundraising for the Walk and encourage them to join your team. You can also recruit Team Members via social media by posting your message on Facebook or Twitter
- o Start with a goal of recruiting at least 10 people to your team.
- o Work with your *Walk to End Lupus Now* Walk Manager to schedule a Team Captain training with you. Encourage each of your Team Members to recruit 10 of their contacts
- o Ask your place of worship and local businesses to support the team or walk with you
- o Check with your Human Resource department and your teammates' for more information about a company matching gift program

Plan

Three Months Before Walk Day

- o Promote *Walk to End Lupus Now* and your team's fundraising efforts on your Facebook page. Share a team photo, your goal and instructions for people to register or support the team
- o Post information about your team in the community with your contact info. Post at your church, local coffee shop or the break at your office
- o Send updates every few weeks to celebrate the team's progress and online registrations
- o Arrange for fun incentives to motivate the team, like a gift card, raffle item or wacky incentive that you'll do yourself

Fundraise

Two Months Before Walk Day

Encourage fundraising – meet with your teammates to gauge progress and share successful fundraising tactics. Make it fun by organizing fundraising events and encouraging teammates to challenge each other.

- o Coach your Team Members on how to raise \$250. Encourage them to raise \$250 in 10 days by asking 10 people for \$25. Remind them to utilize their social media to fundraise
- o Utilize your Fundraising Center to send motivating emails encouraging your team to fundraise
- o Check-in with your teammates at least twice a month. Encourage fundraising and celebrate mini-milestones with team-wide emails. Update the progress of the team and make it a daily or weekly competition. Give a prize to the most successful fundraiser each day or week
- o Update your team webpage with success stories and progress

One Month Before Walk Day

- o Schedule a call with your *Walk to End Lupus Now* Walk Manager to review results to date and strategize other fundraising opportunities
- o Announce fundraising progress and remind the team of the overall fundraising goal
- o Renew efforts to secure local businesses or other community partners to support the team

Walk

Leading up to Walk Day

- o Assess fundraising efforts and strategize on last-minute fundraising efforts
- o Confirm with your Team Members when they will arrive and what they will bring (signs, shirts, etc.)
- o Check the weather and let Team Members know if they should prepare for sun or rain
- o Email and post when and where Team Members will meet and how to turn in any cash or check donations.
- o Talk to your Walk Manager about capturing photos of your team for post-walk promotion

Post Walk

- o Send thank-you notes to all your Team Members, donors and supporters with the results and thank them for their personal fundraising efforts
- o Encourage Team Members to send a follow-up email to those who didn't donate, share the walk experience and provide them one more chance to donate
- o Collect and turn in all outstanding pledges and matching gift forms
- o Encourage Team Members to complete the post-walk survey sent by the LFA
- o Host a post-walk meeting with Team Members to secure their support for next year

Recognition

The Lupus Foundation of America appreciates the efforts and accomplishments of each individual who participates. We acknowledge and recognize our teams and walkers.

When your team achieves fundraising benchmarks, you are presented with a team sign that you can display at the walk and a top team tent to gather your Team Members. Check with your Walk Manager on these financial benchmarks and benefits.

Team Members who raise \$150 in their own name receive their very own commemorative *Walk to End Lupus Now* Sweatshirt. Those who raise \$250 will receive a personalized course marker sign! Raise \$1,000, and you'll receive the *Walk to End Lupus Now* medal. Check out our website at lupusgreaterohio.org/walktoendlupus for details on more great incentives.

Partnership Opportunities

Corporate sponsors are key to the success of *Walk to End Lupus Now*. Each year, major corporations, local companies and small businesses across the country sign on as sponsors of *Walk to End Lupus Now*. By doing so, they provide support and help engage their employees to raise awareness and funds for the Lupus Foundation of America.

The relationship between the Lupus Foundation of America and the businesses that choose to support us is mutually beneficial. We provide marketing benefits, recognition opportunities and help spotlight the good work our corporate sponsors are doing for the community. To learn more about our sponsorship opportunities, please contact Bryan Haynes at bryan@lupusgreaterohio.org

About the Lupus Foundation of America

The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, one of the world's cruelest, most unpredictable, and devastating diseases while giving caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education, and advocacy, we lead the fight to improve the quality of life for all people affected by lupus. You can learn more about the Lupus Foundation of America's programs and services by visiting lupus.org

About Lupus

Lupus is one of the cruelest, most mysterious diseases on earth—an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with and a challenge to treat.

Did you know?

- An estimated 1.5 million Americans have lupus and ninety percent of the people with lupus are women; however, men and children also develop the disease
- Research shows that nearly two-thirds of all Americans know little or nothing about lupus beyond the name
- Despite the widespread prevalence of lupus, research has remained underfunded relative to its scope and devastation
- Lupus is two to three times more common among African Americans, Hispanics/Latinos, Native American, and Asians – a disparity that remains unexplained
- More than half of the people with lupus suffer four or more years and visit three or more doctors before receiving a correct diagnosis

About the Lupus Foundation of America, Greater Ohio Chapter

The Lupus Foundation of America, Greater Ohio Chapter provides valuable resources, programs, and awareness for all Ohio residents with lupus on the state and federal levels. We invite you to participate in our many programs and together we champion this complex disease. We promise you that your time will be well spent.

Contact Us

Lupus Foundation of America, Greater Ohio Chapter

12930 Chippewa Road

Brecksville, Ohio 44141

Phone: (440) 717-0183

Website: lupusgreaterohio.org

Email: info@lupusgreaterohio.org

Facebook: [@lupusgreateroh](https://www.facebook.com/lupusgreateroh)

Twitter: [@lupusgreateroh](https://twitter.com/lupusgreateroh)

Instagram: [@lupusgreateroh](https://www.instagram.com/lupusgreateroh)

If you have any questions or need further assistance with your fundraising efforts, please contact us, at info@lupusgreaterohio.org or (440) 717 -0183.

Fundraising Ideas

In addition to online fundraising, you can fundraise in other ways:

Team Events:

There are endless opportunities to turn your resources, contacts, skills, and interests into ways to raise money for your team. In addition to raising more money, creative fundraising ideas like these can build team spirit.

- o Theme Parties
- o Dress-Down Days
- o Garage Sales
- o Bake/Book Sales
- o Car Wash
- o Candy Sales
- o Brown Bag Days
- o Auctions
- o Softball/Bowling
- o Guest Bartending
- o Bingo Night
- o Potluck Dinner
- o Wine Tasting
- o 50/50
- o Raffles
- o Brown Bag Days
- o Pancake Breakfast
- o Club Donations
- o Curse Jar
- o Chili Cook-off
- o Payroll deduction

Engage Your Community

- o Church Bulletin – Place an advertisement in your Church bulletin sharing your participation with the congregation.
- o Local Stores – Ask a local store manager what the “hot item” is these days and THEN ask them if they would be willing to donate a percentage of the sales from that particular item to the Lupus Foundation of America.
- o Bowling Nights – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges.
- o Fundraising Dinner at Your Local Favorite Restaurant – Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the patrons. All proceeds benefit the Lupus Foundation of America and your fundraising efforts toward the walk

Internal Incentives:

Develop creative internal incentives to reward Team Members who reach certain fundraising levels. Examples include a team t-shirt, gift cards, or recognition on the team page. Communicate these incentives often.

Matching Gifts:

Remind your Team Members and donors to submit matching gift forms (if applicable) or volunteer hour forms to their respective companies. It can be an easy way to double your fundraising dollars.

Social Media Outreach:

Share your story and participation through Facebook, increase awareness with Twitter. Highlight your involvement on your LinkedIn profile.

Fundraising Worksheet

Use this handy worksheet to determine your fundraising target.

Team Member Goal - # of people (family, friends, co-workers, classmates, fellow group members, etc.) to join your team = _____ (number of participants). List who you plan to recruit to join your team

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ Team Members X \$250.00 walker goal (national average) = \$ _____

Personal Donation Challenge - Challenge others to match your personal donation. Encourage your Team Members to donate and challenge others to match the donation

What will be the challenge amount? _____ X challengers # _____ = \$ _____

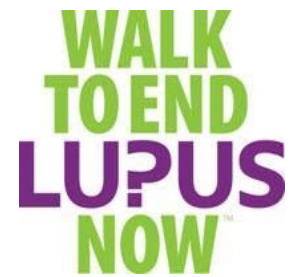
Fundraising Events - Pick two or three high-yielding events to get the campaign started and use these events to register more walkers for your team

1) Event _____ Goal \$ _____ 2) Event _____ Goal \$ _____

Matching Gifts/Volunteer Grants

Hundreds of companies throughout the nation have a matching gift program to augment their employees' charitable and volunteer efforts. Check with your employer to see if matching gifts/volunteer grants are available.

Total Team Goal	Team Member Goals	\$ _____
	Personal Challenge	\$ _____
	Executive Challenge	\$ _____
	Events	\$ _____
	Matching Gifts	\$ _____
	TOTAL GOAL	\$ _____



How to Recruit Team Members

Get the Word Out

- Once registered, log in to “**My Headquarters**” online to create a **Team Web Page**. Email this page to everyone you know to recruit new team members and to ask for support.
- **Tell all** your friends, family, co-workers, and neighbors about your *Walk to End Lupus Now™* team.
- **Start your email and letter writing campaign** announcing your commitment. Invite them to join you!
- Drop a *Walk to End Lupus Now™* rack card on everyone’s desk and hang a poster in the break rooms.
- **Asking someone in person** is still one of the most effective ways to recruit someone. If possible, letters and emails should always be followed up with a phone call.
- **Fun Idea:** Create team business cards to pass out when someone shows interest in the team. You never know when you might meet someone that wants to participate! Be sure to include your contact information and the team webpage.

Use Social Media

- **Post updates** to your status on Facebook and Twitter about your walk team.
- **Ask** your Facebook friends and Twitter followers to join your team or support via donation. Remind them that even \$5 would help support our cause.
- **Share** why the walk means so much to you – post snippets of your connection to lupus each day:
 - What a day for you, living with lupus, is like OR
 - What it is like watching your friend or family member battle the disease each day OR
 - How thankful you are that you aren’t experiencing a flare, BUT how scary it is to not know what the next day holds

Get Company Support

- Ask the highest-ranking person in your company or group to send out an endorsement memo announcing that he/she is participating (or supports your team) and asking others to join the team. Include a matching gift form if your company participates.
- Talk with Human Resources or Wellness/Community Relations for assistance in recruiting efforts.
- If your team is not a corporate team, encourage team members to recruit their own co-workers as new team members.

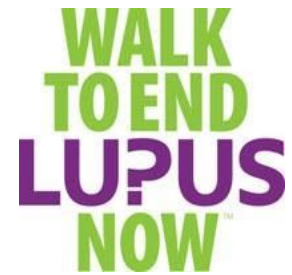
Display Posters and Registration Cards

- **Display *Walk to End Lupus Now™* posters and rack cards** in central locations and high-traffic areas at work or in your community (i.e. coffee shop or church). Write the team captain’s name and phone number on the posters for anyone with questions or is interested in joining the team or volunteering.
- Display a large poster that tracks the team’s efforts towards their team recruitment goal.
- Display a “**sign-up list**” in accessible areas to create positive peer pressure and encourage others.

Newsletters

- If your **company/community organization sends out newsletters/bulletins**, ask them to include an article. List the names of those who have agreed to participate and include your name and contact information if they have questions.
- Don’t forget to send out messages by email as well. Use your personal email account OR the “My Headquarters” Email Tool on the walk website.

How to Recruit Members Continued...



Host Sign-up Parties

- **Host a sign-up rally** during breakfast or lunch. Also consider hosting something like an ice cream social.
- **Hold a new team member registration party.** Encourage each team member to recruit one new person to bring to the party.

Ask the Lupus Foundation of America

- Schedule a time for a **Lupus Foundation of America (LFA) to give a presentation** to potential team members, Human Resources, management and/or officers at your office, classroom or meeting place.
- Request **additional supplies** of registration cards, posters, and lupus information from the LFA, North Carolina Chapter office.

Make it Personal

- Use your own **“This is Why I Walk” story** with potential team members. If other members have a particularly powerful story, ask them if you can share their story.
- **Don’t have a personal connection to lupus?** Ask one of your fellow team members if you can share their story and walk in honor of them.

Make it Fun

- **Hook ’em with fun and then connect ’em to the cause.** If people have fun, you will increase your team numbers daily.
- **Don’t underestimate** the effect of team camaraderie and building a dynamic infrastructure to the success of your team. People like to belong to something and be a part of a community. If they see that you and your team have a real bond, they will be attracted to it.


If you have any questions or need further assistance, please contact us at info@lupusgreaterohio.org or 440-717-0183.

GREATER OHIO CHAPTER WORKING TO SOLVE THE
CRUEL MYSTERY OF LUPUS

RAISE \$1,000 IN 10 DAYS

DAY 1


Make A Personal Contribution



\$50

DAY 2


Contribution From 2 Family Members



\$150

DAY 3


Ask 10 Friends To Contribute



\$350

DAY 4


Contribution From 5 Co-Workers



\$450

DAY 5

Ask 5 Neighbors To Contribute



\$550

Learn more about lupus and join the might to end this devastating disease. Lupusgreaterohio.org

GREATER OHIO CHAPTER WORKING TO SOLVE THE
CRUEL MYSTERY OF LUPUS

RAISE \$1,000 IN 10 DAYS

DAY 6

Ask 10 People At
Place Of Worship



\$650

DAY 7

Ask Your Company
To Match Your \$50



\$750

DAY 8

3 Companies Your
Company Knows



\$900

DAY 9

Ask 4 Businesses
You Know



\$1000

DAY 10

Share Your Success
With A Friend



SUCCESS

Learn more about lupus and join the fight to end this devastating disease.
Lupusgreaterohio.org

Help Us Solve
The Cruel Mystery
LUPUS[™]
FOUNDATION OF AMERICA
GREATER OHIO CHAPTER



Team Goal Setting

Set goals for your walk team and fundraising efforts! *What do you want to achieve this walk season?* It's never too late to ask yourself and members this question. Try to set at least 3 goals for your team this season. Don't forget to share your goals with your team; it will help hold everyone accountable in order to accomplish these goals.

Key pointers when setting goals:

- Do your goals pass the SMART test?
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-bound
- Ask yourself the following questions when defining your goals:
 - What are you trying to accomplish?
 - Who are you trying to reach?
 - What do I want them to do?
 - What is the best way to reach my audience?
 - What are the action steps to accomplish these goals?

Here are some examples of team goals:

- Assign a Co-Captain to alleviate some pressure from yourself
- Involve all team members in team fundraising and encourage them in their own efforts
- Host 2 team fundraisers
- Get 5 more donors involved in supporting your team than last year
- Take pictures and share why you walk on social media
- Send a personal thank you message to every one of your donors



Team Goal Setting

Team Name: _____

Team Captain Name: _____

Team Co-Captain Name: _____

Goal - Number of Team Members: _____ Goal – Team Fundraising Total: _____

Set three goals for your team for this year.

GOAL #1

Action Steps:

GOAL #2

Action Steps:

GOAL #3

Action Steps:
