

**TEAM CAPTAIN TOOLKIT**

**MoveIt! Walk – April 25, 2020**

**8:30 AM – 12 PM**

**Symphony Park**

**4400 Sharon Rd, Charlotte, NC 28211**

<https://give.parkinsonassociation.org/moveitwalk2020>

866-903-PARK (7275)

[www.parkinsonassociation.org](http://www.parkinsonassociation.org)



I'm so happy you're going to join our cause as a team captain. To get started, click the green REGISTER button on the Classy website:

<https://give.parkinsonassociation.org/moveitwalk2020>

Select "Create a Team". Be ready with a name for the team!

Once you're logged in, you can then set up your personal page and your team page.

Under the settings category, you can set your goals. I set up \$100 personal and \$1000 for the team.

Then you start recruiting. Your recruited participants would then come to the site and register, except they would choose the "Join a Team" option.

Let me know if you have any questions whatsoever.

Thanks again for being willing to do this!

## **Motivating Team Members**

The easiest way to motivate your team is to make the fundraiser **fun** for your team members.

Bring the team together with a party or BBQ to kick-start the campaign. Here you can review instructions for the fundraiser, and brainstorm with all team members about how they intend to collect donations. This could spark some new ideas among team members.

Provide incentives for participants to perform. Offer prizes for the team member who makes the biggest difference. Highlight top performers on your team fundraising page. Perhaps the organization you support offers prizes for the top performing teams. If you can get everyone on board to work together, there's a good chance your team could take home one of those prizes.

Continuously update team members on your group efforts, successes, fundraising and milestones reached. Keeping the team engaged throughout the fundraising term is key to your success.

Be sure to recognize the efforts of your team members. Congratulate people for accomplishing personal goals or bringing in large donations. Recognize creative ideas and efforts. Just as you would thank donors for contributing donations, be sure to thank each team member at the close of the fundraising event for contributing to a great cause.

Parkinson Association of the Carolinas

866-903-PARK (7275)

## 10 Tips for Motivating Team Members

As a team captain, it's your job to build your team. Approach recruiting participants the same way you'd approach potential donors, by tapping into your networks. Think of all the people you know: friends, relatives, teammates, group associates, co-workers, etc. Then highlight the names of people you think may be interested in participating in this worthy cause. Be sure to explain the cause of the fundraiser, who will benefit from the funds raised, and inform people how they can make difference by joining your team. For more information on Parkinson's disease and the Parkinson Association of the Carolinas visit PAC's website [www.parkinsonassociation.org](http://www.parkinsonassociation.org). Please call 866-903-PARK (7275) or 704-248-3722 if you need additional assistance. We have compiled this list of ten tips to help in your recruiting efforts.

1. Create a Potential Team List. List all potential prospects: friends, relatives, teammates, group associates, coworkers, etc.
2. Start Early. Begin recruiting as soon as you've registered your team online. The earlier you get friends, family and co-workers involved, the sooner you can begin planning your team's fundraising activities and building excitement.
3. Speak to Groups. Tell your story at a company meeting or group gathering, and ask others to join your efforts to make a difference in the PD community.
4. Promote the Fundraiser. Post announcements on your Facebook and other social networking sites. Post event flyers on community bulletins or in the break room at work.
5. Recruit at an Event. If you are recruiting at another event, such as a social gathering or area with lots of foot-traffic, be sure to bring information about the cause and have a signup sheet.
6. Send an Email to Your Contacts. Briefly share your connection to the cause, a current statistic about the need for financial support, and a call to action such as, 'Join my team and help support the PD Community in NC and SC'.
7. Offer Incentives. Conduct a raffle or offer a small gift certificate to the first three people who join your team. This will encourage people to sign up quickly.
8. Go Viral. Tell everyone you know that you are looking for team members and invite them to help you spread the word. If one of your direct contacts is not able to participate, perhaps they know someone else who would be interested.
9. Make it Simple. Explain how simple registration and donation collection can be with the easy to use Move It! Walk website.
10. Make it Fun. Be sure to explain the benefits of being involved. Yes, it's for a great cause, but other fun benefits include, social engagement, event entertainment, a chance for prizes and awards.

## Fundraising/Awareness Ideas

Now that you have your team for the Move It! Awareness Walk, you can begin fundraising together! Listed below are a few ideas to help get your team started. Be creative and have some fun!

**Car Wash** – Organize a car wash for your neighborhood. Proceeds go to PAC.

**Play for Parkinson's** – Organize or watch a game (basketball, football) and have people place bets on which team they think will win.

**Party for Parkinson's** – Find a restaurant that would agree to give a certain amount of profit if people order certain drinks (cocktails). Ask a guest bartender to attend.

**Raffle Tickets** – see if someone in the community has something that they would like to raffle off. Cash prize could be raffled. Half of proceeds from raffle tickets go to winner, other half goes to PAC.

**Dress Down Day** – Pay \$5 to wear jeans for a day at your office.

**Cookout/Barbeque** – Charge a fee for a plate of whatever you decide to make!

**T-shirts** – Create a team design and have t-shirts made. The website [www.tfund.com](http://www.tfund.com) offers T-shirts for a low cost. Team members could pay slightly more than it cost to have the t-shirts made. Excess will be donated to PAC.

**Board Game tournament** – charge an entry fee. Winner gets half of proceeds, PAC gets half of proceeds.

**Auction** – Set up a live or silent auction. Have your team members bring something they would like to auction off. Everyone could bring their favorite bottle of wine and you could auction them all off.

**Change Jar** – Each team member takes a jar and the first person to fill it up gets a prize. Start off with small jars and increase in size each round. Prizes get better each round.

**Garage Sale** – Team members donate items for one huge garage sale. Advertise the sale wherever you can and make sure everyone knows where their donations are going!

**Matching Gifts** – Many companies already have a matching gift program. Ask your company to match what you raise. This is a simple way to double your funds!

**Movie Night** – Host a movie night in at a local park, civic center, school auditorium, library, or a team member’s house. Sell popcorn, homemade treats, drinks, and candy.

**Network** – Are you on Facebook, Twitter, Pinterest or any other social networking sites? Use it to let your friends and family across the country know about your fundraising efforts for the Move-It! Awareness Walk. Post updates on your goal and your progress. Include links to your Walk webpage. [www.gofundme.com](http://www.gofundme.com) allows you to create your own website for others to sponsor you.

**Quiz Bowl** – Hold a trivia night at a local establishment. See if the restaurant will donate a gift card to the winner and a portion of the night’s proceeds to your Move-It! Awareness team.

**Spot the Baby Competition** – Have everyone bring in a photo of when they were a baby. Have co-workers, friends, or family see who can name the most. Charge \$5 for each entry.

## Team Recruitment Letter

Dear \_\_\_\_\_,

I am writing to tell you about an important event in which I am participating. This April, I will be participating in the Move It! Awareness Walk to help raise money for the Parkinson Association of the Carolinas. Parkinson Association of the Carolinas helps support people with PD in North and South Carolina, so that they can remain independent and stay active in the community, until a cure is found.

Because of my dedication to raising funds for this cause, not only will I solicit donations, and participate in the event, but I have also decided to become a team captain, and lead a group to work beside me to accomplish our goals.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

**When: Saturday, April 25, 2020, 8:30 AM – 12 PM**

**Where: Symphony Park – 4400 Sharon Road, Charlotte, NC 28211**

**How:** Let me know if you are interested and I will send you all of the materials and information you need to start fundraising today. My goal is for each team member to raise **\$200**. Don't worry, this is very easy to do, and as team captain, I will provide you with all of the tools and resources you will need to be successful.

I will be hosting a kick-off party at **[date and location]**.

Everyone is welcome, so please invite a friend or two. Proceeds from the Move It! Awareness Walk will be used to support the Parkinson Association of the Carolinas and people with Parkinson's and their families in the Carolinas.

For more information, visit <https://give.parkinsonassociation.org/moveitwalk2020>. If you have any questions, please feel free to contact me at **[insert number and email]**.

Thank you for joining my team!

Best regards,

**[Your Name]**

# Move It! Awareness Walk

Saturday, April 25, 2020

## [Team Name] Sign-up Sheet

	<b>Name</b>	<b>Email</b>	<b>Phone</b>
1	(Team Captain)	<a href="mailto:teamcaptain@sample.com">teamcaptain@sample.com</a>	444-321-1234
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Please let [captain's name] know if you have any questions or need resources to help you meet your goal.



## Tips for Having a Great Event Day

You've worked hard to gather donations for your cause. Now, honor yourself and all that have supported you by having the best event day possible. The following will help boost your energy, and keep unwanted accidents from happening.

- Don't be late. Plan to arrive early in case there is a line or crowd during registration. No need to create extra stress.
- Be prepared. Know where you are going, print directions or copies of the event schedule, review details about where to sign in, etc. (Make it easy on yourself)
- Eat a good breakfast. You'll need fuel to keep your energy going.
- Wear comfortable and supportive shoes; don't wait until event day to break in a new pair. Make sure your shoes will not cause blisters, or cause pain post event.
- Protect yourself from the sun – wear and bring extra sunscreen. We also recommend wearing a hat, or visor, and using sunglasses to protect your eyes.
- Stay hydrated. Make sure to drink plenty of water or sports drinks to avoid dehydration and headaches. Hydrating before event day will help as well.
- Don't push yourself too hard – It's okay to reach for your best time or distance, but make sure you don't overdo it! Training before the event will help you to set appropriate goals and avoid race day injuries and exhaustion.
- Take lots of pictures so you can post photos on your Facebook page, update your fundraising website, etc.
- Acknowledge supporters who attend the event. Wave, say "thank you" in person, etc.
- Acknowledge the event organizers and volunteers who are working hard to make the event a success.
- Bring your smile & have fun!

## **Tips for Soliciting Donations & Pledges**

Now that you are registered and have built your personal fundraising page (or even if you haven't and you'd like to fundraise!), it's time to start gathering donations and pledges. People love to support charitable causes, especially when they can see how much it means to you. Yet, for many people, it can be difficult to ask personal friends, family members and acquaintances for financial support. Start with those you know will be willing to support you and use these experiences and successes to build momentum. It's always easier to hear a "no" after you have heard "yes" a few times.

### **Tips for Soliciting Donations & Pledges:**

- Make a list of potential prospects and the best way to reach them. Potential prospects include:
  - Relatives (parents, children, grandparents, cousins, aunts & uncles, etc.)
  - Work Acquaintances: Bosses, Coworkers, Business Partners, Vendors, Clients, etc.
  - Associates from group activities (teammates, coaches, classmates, etc.)
  - Members of your church/spiritual gathering
  - Friends & Neighbors
  - Local Relationships (hair stylist, dentist, etc.)
- Create a fundraising website to help you explain your mission and provide a place to direct potential donors to learn more and make online donations
- Create an "Action Plan" – Assign specific groups of prospects to target on certain days and/or weeks to keep your efforts focused and not too overwhelming.
- Be Organized: You'll want to explain the reason for the fundraiser and how funds collected will be used (Make it personal. What does this cause mean to you?)
- Write out a script for yourself and practice
- Set goals to keep motivated & track them online to monitor your progress

- Post announcements on all your social networking sites. Invite friends to share w/ their friends to help spread the word
- Send out an email requesting donations with a link to your personal fundraising page
- Keep offline pledge forms on-hand in case prospects are not ready to make an immediate donations or would prefer not to make an online donation
- If you are soliciting pledges door-to-door, be safe!
  - Use the buddy system (and bring an adult if you are under 18)
  - Collect only during daylight ours
  - Never enter a person's house if you do not know them well.
  - Do not carry large amounts of cash. (You may be better off collecting checks or directing people to make online donations via credit card)
  - Do not provide your phone number or address. If you have a personal fundraising website, handing out cards with the link to your site is a great alternative!
- Always remember to say "Please & Thank You"!

## Walk-a-thon Participant Timeline

### 1-2 Months Prior

- Solicit donations
- Set up weekly targets and goals (who will you target each week)
- Continue to update your progress online
- Post announcements on Facebook, Twitter, and other social networks & continue to update
- Send email donation requests and/or letters
- Distribute flyers at community events, local business establishments, etc.
- Post announcements on community bulletin boards, your break room at work, etc.

### 1 Week Prior

- Post final announcements / deadlines for donations on all your online channels
- Send final email donation requests to those that have not donated
- Update your goals & inform people how far you are from reaching your goal to help spark last-minute support
- Begin to prepare for the event

### Day of the Event

- Arrive early (no need to be late on your big day!)
- Eat a good breakfast
- Stretch so you don't get hurt
- Bring plenty of water, and wear comfortable shoes/clothes
- Take pictures so you can post "day of event" photos on your website and share with all who contributed
- Have Fun!

### Following the Event

Conduct an evaluation: do this while it is fresh in your head...it will provide guidance for future walk-a-thons

- Did you achieve your goals? What worked & what didn't?
- What would you do differently in the future
- Tell people about the success of the event!
- Post pictures and share stories on your fundraising page & through your social networking channels
- Send Thank You emails to all of your donors and supporters

## Sample Donation Request Letter / Email Template

Date

Dear \_\_\_\_\_,

I will be participating in the Move It! Awareness Walk to benefit Parkinson Association of the Carolinas. Our objective is to be the premier resource for People with Parkinson's, their care partners, family, friends and healthcare providers by providing information on workshops, webinars, support groups and so much more. Your donation, regardless of the amount, would contribute to making a significant difference for this worthy cause.

As you may know, this cause is very dear to me. If you would like to hear my story and make a financial contribution, you may make a secure online donation on my personal fundraising page located at: <https://give.parkinsonassociation.org/moveitwalk2020>. You may also mail a donation in the self-addressed envelope enclosed.

To learn more about the fundraiser, the Parkinson Association of the Carolinas, and details of the fundraising event, please visit: <https://give.parkinsonassociation.org/moveitwalk2020>.

Thank you for taking the time to read about my involvement in the Parkinson Association of the Carolinas. I greatly appreciate your considering my request. If you have any questions, or would like more information about this initiative, please contact me at [your number and email].

Sincerely,

Your Name

## Sample Thank You Letter / Email

Date \_\_\_\_\_

Dear \_\_\_\_\_,

I want to express my sincere appreciation for your support of my efforts in raising funds for the Parkinson Association of the Carolinas (PAC). Your contribution was incredibly generous and your personal commitment towards my cause has helped PAC to reach our fundraising goal of \$[Insert your goal].

I am looking forward to participating in the event on Saturday, April 25, 2020 because [reason].  
OR...The event was not only a huge success, but a day of fun had by all!

Thank you again for your donation. With your help, we are able to provide more information and programming to more communities who serve those affected by Parkinson's disease, their families and friends.

Sincerely,

Your Name

**PLEDGE REGISTRATION FORM**

Use this form to collect pledges locally from friends, family, and co-workers. Send this form (along with any checks) to the address above and we will enter them for you.

**WALKER'S NAME** \_\_\_\_\_  
**ADDRESS** \_\_\_\_\_  
**CITY, STATE, ZIP** \_\_\_\_\_  
**EMAIL** \_\_\_\_\_  
**PERSONAL FUNDRAISING PAGE LINK** \_\_\_\_\_

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**Pledge #1 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #2 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #3 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #4 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #5 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #6 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #7 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #8 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #9 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

**Pledge #10 Name** \_\_\_\_\_  
Amount\$ \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_  
Check \_\_\_\_\_ Credit Card Name \_\_\_\_\_  
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_