



Team Captain Kit



Team Captain Responsibilities

1. To build one or more teams of walkers from co-workers, family and friends.
2. Motivate walkers to raise money for one or more of the participating organizations.
3. Communicate walk information and distribute walk registration forms to team members.

Note: • *Each team member must complete a registration form or register online at www.walkforahealthycommunity.org.*

• *Team members are responsible for submitting collected donations to the charity of their choice on walk day.*

Team Captain Helpful Hints

1. Communication

- Send a general memo or e-mail to employees announcing the walk and formation of a team (sample attached).
- Send several e-mail messages to your team of walkers to maintain their enthusiasm and provide new fundraising ideas.
- Use a flyer as a recruitment tool for walkers.

2. Display Logo

- Offer a t-shirt, visor or cap for all members of your walk team.

3. Incentives

- Sponsor additional incentives for your walk team. Seek donations from vendors and other sources and include promotional items.

4. Team Kick-Off

- Hold a kick-off walk meeting to get people interested.
(If you wish, we can have a representative from the walk committee or a benefiting organization, attend your meeting.)

Sample Announcement Memo/Email

(Please personalize this memo and send or e-mail to your team prospects)

TO: (All employees, family members, neighbors, friends, etc.)

FROM: (Your name)

I'd like you to join me for the **Highmark Walk for a Healthy Community** scheduled for 9 a.m. on Saturday, May 30, 2009 at City Island. I know that walk events are not new, but this one is unique. The **Highmark Walk for a Healthy Community** supports 27 local nonprofit organizations, and you can choose the one you want to support. And best of all, Highmark is underwriting all of the expenses for the walk ensuring that **100 percent of the funds you collect will go to the nonprofit organizations that you designate.**

The organizations provide many important programs and services that make a difference in the lives of countless numbers of people every day. They work to make our community healthier, and our goal is to support their efforts.

You can contact me for a registration form, information about each organization and tips for collecting donations for your selected organization. My phone number is _____ and my email address is _____.

Highmark is providing incentive prizes for the walk, and they'll have entertainment, refreshments and free health screenings the day of the walk.

I'll keep you posted on new details regarding the walk, more fundraising ideas and news about our walk team. Please join in this exciting event. Thanks for your participation!

Raising money for your cause is easy!

Here's How To Raise \$100 in Just 5 Weeks		TOTAL
Week 1	Put in your own \$10 contribution	\$ 10.00
Week 2	Ask two relatives for \$10 each	\$ 20.00
Week 3	Ask four neighbors for \$5 each	\$ 20.00
Week 4	Ask your employer to allow you to hold a 50/50 raffle	\$ 30.00
Week 5	Ask your hairdresser, veterinarian, dry cleaner, pharmacist or other retailer for \$10 each	<u>\$ 20.00</u>
		\$100.00

Here's How To Raise \$200 in Just 6 Weeks		TOTAL
Week 1	Put in your own \$10 contribution	\$ 10.00
Week 2	Ask three relatives for \$10 each	\$ 30.00
Week 3	Ask three friends for \$10 each	\$ 30.00
Week 4	Ask six neighbors for \$5 each	\$ 30.00
Week 5	Ask your employer to hold a dress-down day	\$ 50.00
Week 6	Ask your hairdresser, veterinarian or dry cleaner to raffle a package of their services* to benefit your team	<u>\$ 50.00</u>
		\$200.00

Here's How To Raise \$500 in Just 7 Weeks		TOTAL
Week 1	Put in your own \$20 contribution	\$ 20.00
Week 2	Hold a bake sale, ask friends to contribute cakes, cookies, etc.	\$ 50.00
Week 3	Ask your employer to hold a dress-down day	\$ 50.00
Week 4	Ask four neighbors, four friends, four co-workers for \$10 each	\$120.00
Week 5	Ask your hairdresser, veterinarian, dry cleaner and one other retailer to raffle a package of their services*	\$200.00
Week 6	Ask your kids to hold a car wash to benefit your team	\$ 40.00
Week 7	Ask your spouse to reward your efforts with a \$20 contribution	<u>\$ 20.00</u>
		\$500.00

*Examples include \$50 of dry cleaning services, a basket of pet products, a manicure and hairstyling gift certificate. If retailers would prefer not to hold a raffle, ask for a direct contribution