

Welcome LifeWalk Team Captains

Welcome back to all of our returning team captains and a warm hello to those joining us for the first time!

CareNet's 2012 LifeWalk will be the best yet thanks to the dedication and hard work of you and your fellow Team Members. We have designed a website with many valuable tools that will help you build a terrific team and then equip your team to successfully meet their fundraising goals. Please check out – www.friendsofcarenet.net

The Team Captain's Handbook has been designed to provide you with a convenient reference for everything you need to know about the LifeWalk. Included are ideas about how to double your pledges, recruit and motivate your team, and gain extra visibility. Keep your guide handy. It will assist you throughout the fundraising process and help to ensure that you and your team have as much fun as possible on Walk day. We know your hard work will have eternal results.

As we prepare to promote the LifeWalk in 2012, let us take a moment to extend our deepest thanks to you for your amazing effort. The "Team" approach to fundraising at the LifeWalk allows you to pass on your enthusiasm for CareNet to your circle of friends and acquaintances and multiplies your fundraising efforts. We know your hard work will have eternal results.

Lace up your walking shoes! We look forward to seeing you at the LifeWalk on April 28th.

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What is a Team and How do I recruit members?

A team is simply a group of three or more sponsored Walkers who choose to enjoy the LifeWalk together. Teams may be made up of: churches, small groups, family, friends, neighbors, small businesses, corporations, schools or community organizations. Team members typically represent people of all ages and walks of life. It can be a time of sweet fellowship and it's a great reason for friends and family to get together and "put their feet into action!"

Teams are critical to the success of CareNet's annual LifeWalk. Not only are you raising support for a ministry that pro-actively and boldly takes a stand for the sanctity of life, but you also have the opportunity to share your passion for the ministry with others in your sphere of influence.

Walking as a team is fun and a great morale builder for all types of small groups, Sunday school classes, youth groups, companies, schools and organizations. It can be a time for fellowship outside the work or church environment, and it's a great reason for friends and family groups to get together and "put their feet into action!"

Recruiting A Terrific Team:



- **Ask your family and friends to join you!** Share your excitement with those closest to you and ask them to support you by joining your team.
- **Ask a faithful sponsor to join your team!** Has someone been faithful to sponsor you for previous walks? Ask them to join your team and get others to sponsor them this year!
- **Get the word out!** Display LifeWalk posters on bulletin boards or in other high traffic areas – post information near the poster inviting people to join your team. Facebook or Twitter is also a great way to get the word out and get sponsors! Call Doris 615-446-0701 if you need additional materials.
- **Arrange a Presentation!** Tell your church body, co-workers, small group, etc. about the ministry of CareNet. Share stories and testimonies about changed lives. Remind them that they can have a significant impact in our community by their involvement in the LifeWalk and ask them to join your team. If you would like a CareNet speaker to assist you, please call Doris at 615-446-0701.

Team Captain's CheckList for a Successful Team



- **Recruit your Team!** Use the tools in this Handbook to help you recruit your team.
- **Have a Team Meeting to establish a creative team name and theme name!**
Also discuss any team shirts or banners with your team name that you want to bring to the LifeWalk.
- **Give a purpose to your team!** Dedicate your efforts to someone who has been touched by an unplanned pregnancy, to teenagers who need to hear the abstinence message, or to a man or woman who has been impacted by abortion.
- **Have each team member set a personal fundraising goal!** Set a team goal as well. Remember, team members will receive incentive prizes based on their individual effort.
- **Make sure all your team members have their own pledge forms!** Additional pledge forms can be downloaded at www.friendsofcarenet.net.
- **Be sure to pre-register!** Register online at www.friendsofcarenet.net. Encourage your team members to register individually. The registration form asks them to identify their team name and team captain's name.
- **Communicate with your team by phone or email!** Get excited—your enthusiasm is contagious! Encourage everyone to share successful strategies for collecting pledges. Update your team weekly concerning the team's success in meeting their team fundraising goal.
- **Coordinate your team on Walk day!** Designate a meeting time and place. You may want to meet off-site and carpool to the Walk. Ensure that everyone registers, submits their pledge form and any money collected, and receives their incentive prizes.
- **Lace up your sneakers and enjoy the walk on Saturday, April 28, 2012!**

Team Captain's Responsibilities on Walk Day



- **Designate a place and time for your team to meet!** Don't forget to arrive early enough to register and enjoy some delicious treats.
- **Make sure your team members are ready to walk.** Team members should come ready to celebrate "life" with other faithful supporters. Please be sure to bring:
 - Completed pledge form(s) and any money/checks collected
(Be sure your team name is written on all team member's pledge sheets)
 - Comfortable clothes and shoes
 - Friends, family, and children
 - Sunscreen
- **Increase your team's visibility with one or more of the following:**
 - Team t-shirts. Your team is welcome to make team shirts for team spirit.
(Individuals who raise \$150 will receive an official 2012 LifeWalk T-Shirt)
 - Banners with team name
 - Themed clothing
 - Face paint
- **Check-In at the "Registration" table.** Everyone must check-in and submit their pledge forms individually to receive their incentive prizes. There will be "team" check-in and "individual check-in." After each team member is registered then the Team Captain will stay and receive the team total.
- **Get your FREE team photo taken.** Look for the Team photo area to have your team picture taken.
- **Thank your team members for their enthusiasm and hard work!** You rallied together and made a huge difference in the lives of individuals who utilize the complimentary services of CareNet in our community.

Team Fundraising Tips and Ideas

In addition to collecting pledges, teams can add fun activities to their fundraising plan. The money raised with these types of events can be entered as an anonymous pledge on one of your team members' pledge sheets.



- **Kick-off Party.** Launch your team with a get together. Ask your employer to make a contribution to start the fundraising.
- **Casual Days at the office.** If your team is a group of employees, have them pay \$2 to dress down. Impose fines on those who are just a little too casual!
- **Carwash.** Organize a carwash with your team members. Divide the profits and enter the money raised as an anonymous pledge on your pledge sheet.
- **Yard Sale.** Organize a yard sale with your team members. Ask your teammates, congregation, co-workers, and sponsors to donate items. Divide the profits with your teammates and enter the money raised as an anonymous pledge on your pledge sheet.
- **Challenge.** Issue a friendly challenge to another department in your company or business in the neighborhood. The one with the highest pledge total gets treated to lunch at the other's expense.
- **Double your money with a matching funds program!** More information about matching funds programs can be found on the following page.
- **Make a chart** with the team list and each member's fundraising goal. Display it in a prominent location and record progress updates on a regular basis.
- **Set an ambitious personal goal and encourage others to do the same.**

Double Your Money – Matching Funds Programs

What is a Matching Funds Program?

Many businesses, from large corporations to regional companies, offer to match or augment their employees' charitable contributions. These programs are set up to encourage their employees to donate money to charities and public service organizations. Even retired employees are often eligible to participate in their former employer's matching gift programs.

How can I find out if my company has a Matching Funds Program?

The easiest way is to ask. Check with your Human Resources Department to see if your company has a matching gift program.

Matching gifts are an easy way to increase your giving to CareNet without taking another dollar out of your pocket. Matching gift forms are quick and easy to fill out, and they can benefit CareNet and help you become a better steward of your gifts.

**Be sure to share this information
With you team members and their spouses!**

Fundraising Tips

The following fundraising tips will help you as you strive to meet your personal fundraising goal.



- **Set a goal.** Write the number on your pledge form. Be sure to let others know how their contribution helped.
- **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your walk form.
- **Pledge yourself.** Others will appreciate that you are contributing both your time and your dollars.
- **Dedicate your walk to someone** who has been touched by an unplanned pregnancy, to teenagers who need to hear the abstinence message, or to a man or woman who has been impacted by abortion.
- **If you walked last year, send a letter to everyone who sponsored you,** thanking them for their pledge and asking for their support again. Ask for a specific amount, such as \$50 or \$100; if they can't donate that much, they will offer what they can.
- **Make an announcement** if you belong to a social club, service club, small group. CareNet can provide a speaker to make a short presentation, if desired. Call Doris 615-446-0701 to schedule a speaker.
- **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of teenagers, women, men, unborn babies, and families in our community.
- **Use special occasions.** If you have a birthday, anniversary, or other special occasion coming up, ask for LifeWalk pledges in lieu of gifts.

How to Raise \$500 in 10 days!



- Day 1 **Sponsor yourself** for \$25.
- Day 2 **Ask two family members** to sponsor you for \$25.
- Day 3 **Ask five friends** to contribute \$20.
- Day 4 **Ask two family members** to sponsor you for \$25.
- Day 5 **Ask five neighbors** to contribute \$10.
- Day 6 **Ask five people from your church** to contribute \$10.
- Day 7 **Ask your boss or company** to contribute \$25 or better yet, see if your company will match the amount you raise.
- Day 8 **Ask five local merchants** to sponsor you for \$20.
- Day 9 **Ask two businesses** that you frequent to contribute \$25.
- Day 10 **You've done it! Great job! Take a break & ask a Friend to join you at the 2012 LifeWalk on April 28th!**

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