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ASK Family Fun Walk&5K Team Captain Kit Saturday, April 28, 2012

Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for the **ASK Family Fun Walk& 5K!** Please register your team through our online registration website at: www.askwalk.org.

Chrystal Graybill is our team captain sponsor. If you have any questions or want assistance in building your team or fundraising ideas, please do not hesitate to contact her at chrystalgraybill@live.com.

Thank you for taking the first step towards making our event a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding. A Team Captain's job is to motivate and encourage others to join your team and promote ASK, whether it is with coworkers, friends or family. Once the team is in place, the Team Captain also acts as the key liaison between their team and ASK, which is organizing the event.

This Team Captain kit will take you through the following four steps to create a successful team:



Step 1 Set a Fundraising Goal

The team fundraising goal is \$500.00 but we encourage you to reach your full potential by becoming a Platinum Fundraising team (\$2500). We have several fundraising incentives that we hope will make you and your team strive to reach your maximum potential:

- Top Fundraising Team will have their team name engraved on the ASK Walk Plaque that hangs in the Hem/Onc Pediatric Clinic.
- On-line pledging totals and team size registrations are recognized weekly on the ASK WALK board in the Hem/Onc Pediatric Clinic.
- Teams who meet or exceed the Gold (1500.00) and Platinum levels (2500.00) will be recognized the day of the race during the post race ceremony. You will be notified prior to the race of the time your team will receive their recognition so that we can celebrate each member!
- Teams raising 500.00 or more will have their Team Name displayed on a road markers spaced throughout the Walk course.
- Teams raising 1500.00 or more will be provided with a banner to personalize and carry the day of the Walk.
- Teams raising 2500.00 or more will have their Team Name and personalized message displayed on a road marker throughout the Walk course

Step 2 Recruit Team Members

All you have to do is ask. Recruit your family, friends, coworkers and neighbors to join your team. When you find new team members, ask them to invite their family, friends, coworkers and neighbors. You will be surprised how quickly your team grows! Don't stop there! Your team members may have connections with companies that are interested in sponsoring **ASK**. We have provided a fact sheet for you to put together a sponsor packet to help make your pitch to local companies who may be willing to support your team. See "Getting Started" on our website

www.askwalk.org

Step 3 FUNdraise!

Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal and communicate often. Don't forget to ask local businesses and corporations to support your team.

Step 4 Walk, Follow Up and Celebrate!

Walk, run and enjoy with your team members. You and your team are making a difference in the life of a child with cancer.

Let's get started!

The ASK FunWalk and 5k is a pledge-based event, and reaching our fundraising goal will depend upon how successful teams are in their effort to raise money from their friends, family and coworkers. Set the bar high!



We encourage each team member to raise at least \$150 and your team goal is \$500.00. If you really want to challenge your team, set the fundraising goal to meet the GOLD (1500.00) or better yet PLATINUM (2500.00) challenge! Remember, the more money you raise, the more aggressively we can support the children and families in Central Virginia who are faced with battling cancer and need our help as they meet financial and emotional challenges.

We know from years past, that most of our team energy is in honor of an amazing Korageous Kid. Our team recognition awards are designed to maximize your team fundraising efforts. For example - if your team's goal is to be a PLATINUM team (2500.00 or more) it would have the opportunity to recognize your Kourageous Kid:

- On a weekly updated poster at the ASK clinic
- Bi-weekly Team recognition email to sent out to team captains
- Team name on Race Day Road Sign
- Individual Team Message on Race Day Road Sign
- Personalized Banner to Walk with on Race Day
- VIP Race Day Check-In

Here are a few easy recruiting ideas!

ASK EVERYONE! Once you have registered your team through the online registration site (www.askwalk.org), ask everyone you know to become a team member, including friends, family, coworkers and neighbors. Then ask them to invite their friends, family, coworkers and neighbors to join them. Keep building your team until the April 26th online registration deadline. After that date, bring the rest of your team registrations and any donations to the Walk.

TALK ABOUT THE EVENT and your team to everyone you meet. The more excited you are about walking for children with cancer, the more contagious the excitement and involvement becomes.

ASK YOUR EMPLOYEE to support you or join your team, and then let everyone know and encourage others to do the same. Remember to ask your employer if your company participates in corporate matching. Many companies do and this is a very easy way to reach a medal level!

As You Build Your Team...

Be sure you have all of the information necessary for your team members to register and/or donate. Online registration and donation is available at www.askwalk.org.



You can also print off a donation form from the website and turn in your collected donations the day of the race. Please make all checks payable to **ASK**. Please sheet download link:

http://www.askwalk.org/asksweet/cute_editor_uploads/2012WalkPledgeSheet.pdf

We have many resources to help you get the work out!

- Copies of sample fundraising letters and emails are included in this packet and posted in the website.
- Walk Day brochures can be printed from the website.
- Walk posters are available upon request. Just email Chrystal.

Aggressively post brochures in breakrooms and community areas and use e-mail/facebook/twitter to recruit team members and fundraise.

E-mail is a fast, inexpensive and easy way to get the word out and raise money! Send weekly e-mail updates or make weekly phone calls with the latest **ASK** information, fundraising ideas, and any success stories from your team members. Encourage your team members to collect and turn in donations to you **two** weeks **BEFORE** the day of the Walk

How Team totals are calculated for recognition

- Weekly recognition on the Walk Board in Clinic is based off the previous Friday's online fundraising totals.
- Verbal Recognition at the Walk for Gold and Platinum Medal Winners are based on your team's online fundraising total prior to April 26, 2012.
- Team Recognition road markers are based on your team's online fundraising total prior to April 14, 2012.
- Team Banners to personalize will be distributed the week of April 22nd. To those teams will online totals of 1000.00 or greater by April 14, 2012. If your team meets the 1000.00 fundraising goal between April 14th and April 23rd, banners can be picked up at the ASK office. Please contact Chrystal for additional details.
- Walk Day Highest Fundraising and Largest Teams Recognition are based on your team's combined online fundraising and donations received on or before the day of the Walk.



IDEAS !!!!



Host a team fundraising party or event. Many teams have had great success by partnering with their church for a dinner or their school for a lunch time campaign. Remember that we can help by providing Walk related marketing materials for any event.



Create a buddy system. Ask someone who cannot participate to help you collect donations.



Create a business card with your information and your teams online pledge email address to hand out to friends and family.



Suggest friendly competition between team members. Set weekly or monthly goals to beat and recognize the team member who reaches it first. It is VERY important for team captains to stay in touch with their team. Make it your goal to send out a weekly email with your team totals. There is a sample one included in this packet to get you started!



Ask your friends to contribute to **ASK** instead of purchasing a gift for your birthday, anniversary, or any occasion!



Find out if your company has a **matching gifts** program. Matching gifts can double your team money!

Once ASK Family Fun Walk & 5K day arrives, your job is almost finished!

Walk Day

- Ensure your team knows where to gather at the event.
- To ensure that your team is credited for all their hardwork, we would encourage you to set up a location to meet with your team and collect all their pledges to turn in at one time.
- Celebrate with your team as you walk because you are all making a difference!

Follow Up

- Collect and turn in outstanding pledges.
- Share a photo with your family and team members to highlight and enjoy your success.
- Send a personal thank you note to every team member.
- Plan a post-walk event—picnic, party, breakfast—to share results, thank everyone, and encourage future participation.

Sample Team Building Email



To: myfriends@email.com; myfamily@email.com; mycoworkers@email.com
Subject: Join my **ASK Family Fun Walk&5K** Team!

I am writing to tell you about an important event in which I am participating. This spring, I will be walking/running in the **ASK Family Fun Walk & 5K** in honor/memory of _____, to help raise money for ASK, and I am asking for you to join me on (team name). I know it will be a lot of fun, and together we can make a difference in the life of a child with cancer.

ASK (Assistance, Support, and Kindness) is an amazing local non-profit whose sole mission is to make life better for children with cancer. Their efforts are focused on the 500 children and families each month who are treated at the ASK Pediatric Hematology/Oncology Clinic located on the MCVH/VCU campus. The children, along with their families, need help dealing with complex and stressful issues of cancer treatment and fortunately ASK is there to support them by providing direct financial, emotional and spiritual resources during this difficult time. ASK can only continue to help these families with the support of people like you and all proceeds of the walk go to meeting their mission.

Here are the details:

When: Saturday, April 28, 2012@

Where: Short Pump Town Center

How: Registering to be part of my team is EASY. Go to the www.askwalk.org and click on *Register*. Then select *Join a Team* and put in your information..you are done. J

My goal for 2012 is to be a PLATINUM team. What does being a PLATINUM team mean? It's a wonderful way to honor (person you are walking for) as we will be recognized on WALK day in many ways. In order to meet this goal, I am asking that each of my team members raise \$_____.

Once you are registered as a team member, use the sample email below to reach out to all your friends and family. The more money we raise the more services and assistance ASK will be able to provide to the children and families in our local area.

For more information about the mission of ASK please visit www.askweb.org or contact me at (insert your number).

Thank you for joining my team!

Best regards,

Add Your Name



SAMPLE FUNDRAISING EMAIL

To: EveryoneIKnow@email.com

Subject: Help me make a difference in the life of a child with cancer

Today I am determined to make a difference

On April 28th, I will take part in an extraordinary event in Richmond whose goal is to raise money to make life better with children with cancer in our local area. I have joined team _____ and will be walking/running in the ASK Family Walk and 5K and need your help to make my participation a success.

ASK (Assistance, Support, and Kindness) is an amazing local non-profit whose sole mission is to make life better for children with cancer. Their efforts are focused on the 500 children and families each month who are treated at the ASK Pediatric Hematology/Oncology Clinic located on the MCVH/VCU campus. The children, along with their families, need help dealing with complex and stressful issues of cancer treatment and fortunately ASK is there to support them by providing direct financial, emotional and spiritual resources during this difficult time. ASK can only continue to help these families with the support of people like you and all proceeds of the walk go to meeting their mission.

Your support of me and my team could not be easier. You simple go to the Walk website at www.ASKWALK.org and make click on *Support a Participant*. Please make sure that you pledge to team _____ so that we are able to meet our goal of being a MEDAL WINNING TEAM! Our team goal is to raise \$_____ to help the children and families in our area.

Thank you in advance for your support.

Best regards,

Add Your Name



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SAMPLE WEEKLY TEAM UPDATE

To: All my Amazing Team Members
From: The Best Captain

Again this week our team (team name) has blown me a way with your amazing commitment to (name of Korageous Kid). In the last seven days we are so honored to have the following individuals join our team:

(List Name of New Team Members)

We are making great strides in meeting our 2500.00 fundraising goal. Currently we have raised \$_____ which is a \$_____ increase from last week - WOW!

I am so pleased and honored to have each one of you on my team and I cannot wait until we hold our team banner on Walk Day and let everyone know how WE - Team _____ have made a difference in the lives of our ASK families.