



A Team Captain Guide for Corporate Team Fundraising

Welcome

We are so glad you decided to join us as a Corporate Team Captain for the *Atlanta Walk to End Lupus Now*[™]. Forming a corporate team is a great way to support the Lupus Foundation of America's mission while also building camaraderie, developing leadership skills, promoting health and wellness and offering employees a fun way to support a good cause. It is also a great way to raise the visibility of your company in the community.

We encourage you to invite as many people as possible to join in the fun. Friends and family of co-workers are encouraged to join the team as well. 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 fundraising members to your team.

As a Corporate 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 noncompetitive and anyone can participate. Corporations, families, organizations and school groups build teams of fundraising participants. Participants raise funds by asking friends, relatives and co-workers to donate to their fundraising efforts.

Your role as Corporate Team Captain

A successful team needs a strong captain. Serving as a Team Captain and rallying your company 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 company's fundraising goal. If you have initiated your company's involvement with *Walk to End Lupus Now*, it is important to secure senior management's support to help launch a company-wide campaign. Support from leadership will make your work even more effective.

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 www.lupuswalkatlanta.com. Here, you can also find Fundraising Tips and Tools to get your team started.

Let's get organized

The first step to planning your fundraising campaign is to get your core team together.

- Use the Fundraising Tips and Tools feature on your Walk webpage to develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources and next steps.
- Engage your top-level executives and establish the support of leadership and managers.
- Set up your team fundraising page on www.lupuswalkatlanta.com.
- Encourage leadership to send an email to the employee base announcing the campaign, the fundraising goal and soliciting additional co-captains. Strive to recruit one co-captain for every 50 employees. Recruit from every department, every shift, every location and line of business.
- Schedule a co-captain training. Encourage each co-captain to recruit 10 fundraising participants.
- Check with your Human Resource department for more information about a company matching gift program.
- Ask company suppliers and local businesses to support the team or walk with you.
- Make sure to encourage employee's families to join the team as well.

Plan

Three Months Before Walk Day

- Host an employee kickoff to recruit team members and build momentum. Ask your top-level executives to attend and encourage employees to register online and start fundraising. Announce incentives and provide matching gift instructions.
- Promote *Walk to End Lupus Now* on your company's Facebook page. Share a team photo, your goal and instructions for people to register or support the team.
- Post information about your team with your contact information in the break room, kitchen and other common areas.
- Send updates every few weeks to celebrate the team's progress and online registrations.
- Arrange for fun incentives to motivate the team, like a free lunch, jeans day or an extra vacation day for top fundraisers. Be creative!
- Add a link to your Walk webpage on your email signature and encourage teammates to do the same.

Fundraise

Two Months Before Walk Day

Encourage fundraising – meet with your co-captains and the entire team to gauge progress and share successful fundraising tactics. Make it fun with lunchtime fundraising events and encouraging departments to challenge each other.

- 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.
- Utilize your company's email, message boards and intranet, newsletters and staff meetings to encourage online fundraising.
- Check in with co-captains and team members at least twice a month. Encourage fundraising and celebrate mini-milestones with companywide 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.
- Update your team webpage with success stories and progress.

One Month Before Walk Day

- Send a save-the-date message to everyone in the company. Encourage registration and fundraising.
- Announce fundraising progress and remind the team of the overall fundraising goal.
- Renew efforts to secure company suppliers and local businesses to support the team.
- Invite top-level executives to attend the Walk.

Walk

Leading up to Walk Day

- Assess fundraising efforts and strategize on last-minute ideas to raise funds.
- Confirm when co-captains will arrive and what they will bring (signs, shirts etc.).
- Check the weather and let team members know if they should prepare for sun or rain.
- Email and post when and where team members will meet and how to turn in any cash or check donations.
- Capture photos of your team to share with your supporters and sponsors.

Post Walk

- Send thank you notes to all co-captains, team members, donors and vendors with the results and thank them for their personal fundraising efforts.
- 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.
- Collect and turn in all outstanding pledges and matching gift forms.
- Encourage team members to complete the post-Walk survey sent by the LFA.
- Host a post-Walk meeting with team members and co-captains to discuss feedback and 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 the \$1,500 benchmark, you are presented with a team banner that you can display at the walk. Teams raising \$5,000 or more receive a team tent where team members can gather on Walk day.

Team Members who raise \$100 become members of Club 100 and receive the commemorative *Walk to End Lupus Now* t-shirt. Raise \$1,000 and you'll receive the *Walk to End Lupus Now* medal. Check out our website at www.lupuswalkatlanta.com 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, Georgia Chapter.

The relationship between the Lupus Foundation of America, Georgia Chapter 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 download the Sponsorship Opportunities document on www.lupuswalkatlanta.com.

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 www.lupus.org.

About the Lupus Foundation of America, Georgia Chapter

The Lupus Foundation of America, Georgia Chapter is the only statewide resource for those living with lupus and provides thousands of Georgians with expanding educational programs, advocacy and awareness. This year, the Chapter will host seminars and symposiums in cities across Georgia including; Atlanta, Augusta, Columbus, Decatur, Kennesaw, Macon and Tifton. The Chapter also supports national research efforts of the Lupus Foundation of America, working to advance the science and medicine of lupus to bring down the barriers that have impeded progress in lupus research. For more information, visit www.lupusga.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.

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.
 - Theme Parties
 - Dress-Down Days
 - Garage Sales
 - Bake Sales
 - Car Wash
 - Candy Sales
 - Brown Bag Days
 - Auctions
 - Softball/Bowling
 - Guest Bartending
 - Bingo Night
 - Potluck Dinner
 - Wine Tasting
 - 50/50
 - Raffles
 - Book Sale
 - Pancake Breakfast
 - Club Donations
 - Curse Jar
 - Chili Cook off
 - Payroll deduction
- **Engage Your Community**
 - Church Bulletin – Place an advertisement in your church bulletin sharing your participation with the congregation.
 - 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, Georgia Chapter.
 - 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.
 - 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, Georgia Chapter 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 company t-shirt, an extra vacation day, lunch with the boss, name included in a drawing or prime parking. 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 company. It can be an easy way to double your fundraising dollars.
- **Competitions:** Get departments, shifts or different locations within your company to compete with one another with fundraising campaigns. Report progress frequently to create a fun competition and offer prizes for the top fundraisers.
- **Social Media Outreach:** Share your story and participation through Facebook and 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 (co-workers, department leaders, shift leaders, family, friends, neighbors, 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 \$ _____

Vendor Campaign

Assess your company's vendors. It is an effective and easy way to build support for your team's fundraising goal. Speak with your boss or personnel who work with your company vendors (CFO, accounts payable, etc.) about participating. The person that works directly with the vendors writes letters to the companies whose services you utilize every day (examples: printing, car rental, leasing agent, telephone service provider, accountant, insurance broker, attorney, etc.). Visit your Fundraising Center and click on the Email tab to view sample letters.

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	\$ _____
	Events	\$ _____
	Matching Gifts	\$ _____
	Vendor Campaign	\$ _____
	TOTAL GOAL	\$ _____