



# Team Captain Handbook

For more information, please contact  
Lupus Foundation of America, Georgia Chapter  
1800 Lake Park Drive Ste. 101 • Smyrna, GA 30080  
P (770) 333-5930 • F (770) 333-5932 • (800) 800-4532  
[www.lfaga.org](http://www.lfaga.org) • [info@lfaga.org](mailto:info@lfaga.org)





*Saturday, April 21, 2007*

CHECK IN & ENTERTAINMENT AT 4:00 P.M.

WALK AT 5:00 P.M. • PIEDMONT PARK, ATLANTA



We need your help to raise awareness and funds for all those affected by lupus. Please join our members, patients, and companies across the state for an exciting two mile walk.

Start a team, join a team or walk as an individual! **Help us reach our goal of 100 teams raising \$100,000 for the Georgia Chapter to support the 55,000 Georgians with lupus.**

Register at our website [www.lfaga.org](http://www.lfaga.org), and create and personalize your own web page for you and your team. You can reach an unbelievable goal by sending personalized emails along with your link to friends and family, who can donate online in support of your efforts and commitment.

Enclosed are valuable steps and tips to recruit team members and raise funds, along with directions to Piedmont Park.

**Start a team, join a team, or walk as an individual.**

**Visit [www.lfaga.org](http://www.lfaga.org), or email us at [info@lfaga.org](mailto:info@lfaga.org) or call 770-333-5930.**



# Family & Friends and Corporate *team profile*

## *What constitutes a team?*

The average team consists of 10-15 walkers with each walker raising \$150 average and \$2000 per team and more. Team members are recruited from family, friends, employees, vendors and clients. Teams can be any size, large or small - there is no limit.

## *Who can be a team captain?*

Anyone! We have found that the best team captains are energetic, motivated, organized and committed to the mission. Depending on the size of your team and the interest of your employees/organization or group, you may consider having multiple team captains (per department, division, etc.) Competition helps immensely in recruitment.

## *What does a team captain do?*

A team captain is responsible for serving as the liaison between the Georgia Chapter and his/her team members. The team captain will recruit friends, employees, and family to walk, set fundraising goals with the team, motivate team members, collect team funds, and enjoy the rewards of being part of a great cause and great organization.

## *How do I get started?*

Register your team at [www.lfaga.org](http://www.lfaga.org) and create your team's online fundraising page and website.

**For questions contact the Chapter at 770-333-5930 or email us at [info@lfaga.org](mailto:info@lfaga.org). We would welcome the opportunity to meet with your team and team captains to set goals and help you build a successful Walk for Lupus Now team!**

# Common questions & answers

**Q: Is team membership limited to employees of the company?**

A: No. Team participation is encouraged among employees' families, friends and neighbors. The Walk for Lupus Now creates a fun, wholesome event that brings coworkers and their families together outside the office for the purpose of helping others.

**Q: Is it difficult to organize a team?**

A: No. We help make it easy. We provide all the materials and guidelines to ensure your success in building a large Walk for Lupus Now team.

**Q: Does having a team require some kind of corporate donation?**

A: Corporate donations are encouraged, but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

**Q: How do I secure matching funds?**

A: Check with your community affairs or personnel department to

see if your company has a matching gift program. If so, send the necessary paperwork to the LFA office.

**Q: How are funds raised through a Walk for Lupus Now team?**

A: Individual team members are responsible for setting goals and raising funds from co-workers, friends, neighbors and family members who wish to back the team and support the cause. Teams can also conduct special events to raise funds.

**Q: What can senior management do to facilitate building a Walk for Lupus Now team?**

A: Management can encourage team participation in a number of ways:

Sign up for the team.

Draft and distribute a company wide memo or email endorsing The Walk for Lupus Now and the team, see sample letter at [www.lfaga.org](http://www.lfaga.org).

Authorize/host company wide recruitment, information meetings and an internal kickoff.

Purchase T-shirts or other incentives to promote the company's commitment to The Walk for Lupus Now.

**Q: How long is the Walk?**

A: The walk is two miles. A leisurely pace is the norm on this walk, which takes under an hour to complete.

**Q: Are pets, strollers, bicycles or inline skaters allowed to participate?**

A: Pets, strollers, and wheelchairs are welcome. However, for everyone's safety, bicycles, inline skates, skateboards and scooters are not allowed.

**Q: What happens if it rains?**

A: The Walk is held rain or shine.

**Q: Do walk participants get t-shirts?**

A: Yes, if they raise \$100 or more.

**Contact the Georgia Chapter of the Lupus Foundation of America with any questions about the Walk for Lupus Now.**

**(770) 333-5930  
(800) 800-4LFA  
[www.lfaga.org](http://www.lfaga.org)  
[info@lfaga.org](mailto:info@lfaga.org)**



# How to *recruit walkers*

## *Your Walk for Lupus Now team can:*

- Enhance employee morale
- Gain visibility for your products or services
- Unite family and friends
- Generate community goodwill

## *Step 1- Register your team*

- Register your team with the Georgia Chapter at [www.lfaga.org](http://www.lfaga.org) and create your online fundraising page and website for your team!
- Our online fundraising partner, Firstgiving, has invaluable tools to help you become successful. With the click of a button, you can check the status of your team, every walker and your goal.
- Set a goal for your team and each individual walker. Remind every walker of your team goal with regular email updates and encouragement.

## *Step 2- Recruit walkers*

- The more, the better! The more you recruit, the easier it will be for your team to meet and exceed your goal!
- Hold an informal kickoff meeting or set up an information table, where people can learn about the cause and sign up. Ice cream, cookies, baked goods - free food helps immensely to encourage all to attend the walk and be inspired. Contact the Chapter for a representative to be your kick-off speaker.
- Encourage co-workers, friends and family to join your team by registering online with your team. Be sure to include the link to your web page on all your communications so they can click and go to your page directly.
- Design a team t-shirt for all to wear. The t-shirt contest is very competitive and an award is given. Get creative with the lupus theme and your company logo.
- Appoint other team captains and co-captains to help with recruitment.
- Recruit a team captain from each department and or floor.

# How to *recruit walkers*

## *Step 3– More Ways to Recruit Walkers*

- Start building awareness for the Foundation, its mission, and the Walk for Lupus Now with memos, emails, posters, and brochures. Call for extra supplies if you need them. For sample letters, visit our website, [www.lfaga.org](http://www.lfaga.org).
- If someone in your company has a friend or family member with lupus, consider “adopting” this person as your company’s honored hero. This can help team members visualize and personalize what they’re working for, or call the Chapter for an honored hero you can adopt.
- Don’t forget to invite customers, vendors, or clients to join the walk, form a team, or donate.
- Recognize top performers and make sure all team members are given weekly updates.

## *Step 4– Reward your top walkers*

- The LFA will present awards to the top three fundraising teams, the top three individuals who raise the most funds, the best t-shirt, and the team with the most spirit on walk day.
- You can inspire and thank walkers in many ways such as a free day’s vacation, VIP parking spot for a month with management approval, lunch with the boss, free pizza for the top individual or department, or gift certificates.



# Valuable tips to help your team members *be successful*

*The No. 1 reason people donate is...*

*because they are asked!*

## *Step 1 Register and create your web page*

- Register and raise money online with our fundraising company, Firstgiving, at [www.lfaga.org](http://www.lfaga.org). This is the quickest and easiest way to raise funds, especially if you're shy about asking. Share the link to your webpage.
- Instill passion! Tell people why you are walking! Share the devastating statistics and real-life impact of lupus. Ask all you know, as people will give donations because they were asked and because lupus is important to you!

## *Step 2 Develop your mailing list*

- Download your address book to your personal web page. You can easily send and track emails and donations on your web page.

## *Step 3 Write a personal letter*

- Add your personal touches to the email templates before sending to friends and family. They are much more likely to respond to a personal and passionate story. (See the sample letter provided on the web and enclosed.)
  - Include your fund-raising goal
  - A deadline for donations (before walk date)
  - Suggest a donation level
  - State that their donation is tax-deductible
  - State that all checks should be made payable to LFAGA.

## *Step 4 Call*

- Set aside time to call those you can't email or don't see.

## *Step 5 Check back*

- Check your Walk for Lupus Now team account daily, just like your bank account. If checks are coming in, turn them in on walk day or mail the checks to the LFA office with your team name.

# Fundraising tips

*Help build team spirit and raise more money. Below are some examples, but don't limit yourself, be creative!*

## **Fundraising Kick-off & Rally**

Provide breakfast, lunch, or snacks. Use our promotional materials to motivate participants to raise funds and recruit new team members.

## **Dress Down Days**

Host a Friday, Walk for Lupus Now Dress Down Day, Shorts Day, Tacky Tourist Day or Formal Wear Day.

## **Food, Food, & More Food**

Everyone loves to eat!

Encourage employees to hold bake sales (donuts, cookies, cakes), pizza sales or an old fashioned barbeque or ice cream social. Candy sales and flower or balloon sales also do well.

## **Collection Jars**

Place them in common areas for "impulse" contributions.

## **Prizes**

Have the company or an outside group or business donate prizes that can be used to award performers, gift certificates for meals, hotel stays, car rentals, free lunch with CEO - all work well.

## **Walk for Lupus Now Team T-shirt**

Feature your company logo and get creative with the design, the lupus theme, and your company. The t-shirt competition is very competitive.

## **Fundraising Competition**

Get groups in your company to compete with each other.

Regularly report progress between competitors to keep the spirit of competition alive.

## **Executive Car Washes**

Ask your corporate executives to wash their employees' cars during lunch hour.

## **Letter-Writing Campaign**

A great way for team members to raise big bucks! (See sample letter attached or download from [www.lfaga.org](http://www.lfaga.org).) Email using your link at Firstgiving.

## **Vendor Letters**

Get company vendors to support your team.

## **Matching Funds**

a.) Matching funds for your company-ensure all forms are sent to the LFAGA.

b.) Remind team members who don't work for your company to take advantage of matching funds that may exist in their company.

---

## HOW ONE PERSON CAN TRIPLE THE NATIONAL AVERAGE

Sponsor yourself for \$25 or more	\$25
Ask 3 family members to sponsor you for \$25 each	\$75
Ask 5 friends for \$5 each	\$25
Ask 5 co-workers for \$10 each	\$50
<u>Ask 3 businesses you frequent for \$25 each</u>	<u>\$75</u>
<b>Total Raised</b>	<b>\$300</b>



# Join the *walk for lupus now*



Dear Employee:

I'd like to invite you and your family to join me in the Lupus Foundation of America Georgia Chapter's Walk for Lupus Now on April 21, 2007 at Piedmont Park. By accepting this invitation, you'll be supporting our company's commitment to our community and its citizens.

There are more than 1.5 million people in the United States and 55,000 Georgians who have lupus. Lupus has often severe, lifelong, and life-threatening effects on women, men, and children. Some of them may be your family members, friends, or neighbors. Our participation in the Walk for Lupus Now will make an important difference in their lives.

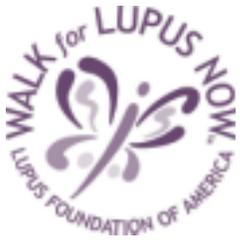
The Lupus Foundation of America is the world's largest voluntary health organization dedicated to improving the diagnosis and treatment of lupus, supporting individuals and families affected by the disease, increasing awareness of lupus among health professionals and the public, and finding the causes and cure.

90% of every dollar donated funds Georgia Chapter programs to help thousands of patients each year by providing educational information, physician referrals, public and professional education, and grass-roots advocacy in the state.

We encourage you to join our team to support the Georgia Chapter and to help us meet or exceed the \$ \_\_\_\_\_ goal we've set for our company.

Sincerely,





# Friends & Family *donation letter*

Dear Friends and Family,

I will be walking in the 2007 Walk for Lupus Now on April 21 at Piedmont Park to raise funds for the Georgia Chapter of the Lupus Foundation of America. Our goal is to raise \$100,000 for the 55,000 Georgians and 1.5 million Americans with lupus. Will you support my commitment and help me reach my personal fundraising goal?

Lupus has touched me and my family: (share person stories and challenges)

Please visit my personal web page at \_\_\_\_\_ . You can donate to my efforts with a credit card on a secure website. Immediately after making your gift, you will receive an email with tax receipt information. You can also send a check payable to the LFAGA to my home address.

90% of every dollar donated funds Georgia Chapter programs to help thousands of patients each year by providing educational information, physician referrals, public and professional education, and grass-roots advocacy in the state. To find out more about Chapter activities and how to become involved, visit the Chapter website at [www.lfaga.org](http://www.lfaga.org).

Thank you so much for your support! I will keep you updated as I reach my goal, and please forward my request to anyone you believe would support me in the Walk for Lupus Now!

Most sincerely,



# Walk Day

## *directions & parking*

SATURDAY, APRIL 21, 2007

CHECK IN & ENTERTAINMENT AT 4:00 P.M.

WALK AT 5:00 P.M. • PIEDMONT PARK, ATLANTA

RESERVED PARKING AT GRADY HIGH SCHOOL

The Georgia Chapter Walk for Lupus Now is a two mile walk, beginning at the Meadow at the 10th street entrance to Piedmont Park, opposite Grady High School. Our teams of walkers will enjoy the preserved and restored Piedmont Park, an Atlanta treasure, with major renovations, including water fountains, gazebo, restored lake, and beautiful landscaping.

Reserved parking for all Walk for Lupus Now teams and walkers will be available at Grady High School. Piedmont Park, is located approximately 2 miles northeast of downtown Atlanta. The park runs along 10th Street (a block west of 10th & Monroe Avenue to a block east of 10th & Piedmont Avenue) and Piedmont Avenue (12th & Piedmont to just before 15th & Piedmont).

## *directions*

### **By MARTA**

The nearest MARTA station is the Midtown Station, located on 10th Street, just a few blocks from the park. Upon exiting the Midtown Station, take 10th Street toward Peachtree Street and continue on 10th until you reach Piedmont Avenue. Turn left on Piedmont Avenue and walk two blocks to the 12th and 14th Street gates of Piedmont Park (or you can continue walking on 10th Street and the park will soon be on your left side).

MARTA bus Route 27 (Monroe Dr./Lindbergh) and Route 36 (North Decatur) run by Piedmont Park. For additional information, call MARTA at 404-848-4711

MARTA has expanded the Atlanta Tourist Loop shuttle bus service to add a Midtown loop, Route 101. The new service links many popular downtown and Midtown locations to Piedmont Park. The fair is \$1.75 per trip. Riders will be able to transfer for free to another bus or train and use unlimited weekend, weekly and monthly passes. Kids under six ride for free.

### ***Traveling South on GA 400***

Follow GA 400 Southbound until it merges into I-85 Southbound. Follow the next directions.

### ***Traveling South on I-75/I-85***

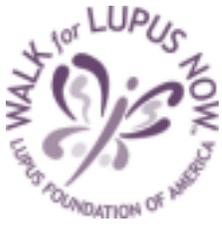
Exit at 10th-14th Streets. Go straight through the traffic light at the end of the ramp, crossing 14th Street. Stay to the left when the road splits and at the next traffic light, turn left on 10th Street.

### ***Traveling North on I-75/I-85***

Exit at 10th-14th Streets. At the end of the exit ramp, turn right on 10th Street.

### ***From the Intersection of Monroe Drive and Piedmont Avenue.***

Heading South on Piedmont Avenue toward Midtown, turn left on Monroe Drive.



# Sponsorship *opportunities*

## *Atlanta Local Presenting Sponsor* **\$10,000**

- Opportunity for product sampling and/or promotional material at the Atlanta walk
- Company logo on all Walk for Lupus Now promotional materials including 8 panel brochures, posters, team captain & walker packets
- Company logo on Walk for Lupus Now t-shirts
- 10 x 10 tent at the Start/Finish area
- Company logo on Walk for Lupus Now Stage Banner
- Company logo, company link, & feature story on LFAGA website, with 25,000 visitors annually
- Company mention in all press releases
- Stage recognition & presenting/speaking opportunities at Atlanta walk
- Company logo & feature story in Chapter newsletter, circulation 4,000 quarterly
- Personalized Walk for Lupus Now Plaque with company logo

## *Gold Sponsor* **\$5,000**

- Company logo on all Walk for Lupus Now promotional materials including 8 panel brochures, posters, team captain & walker packets
- Company logo on Walk for Lupus Now t-shirts
- 10 x 10 tent at the Start/Finish area
- Company logo on Walk for Lupus Now Stage Banner
- Company logo, on LFAGA website, with 25,000 visitors annually
- Company logo in Chapter newsletter, circulation 4,000 quarterly
- Personalized Walk for Lupus Now Plaque with company logo

## *Silver Sponsor* **\$2,000**

- Company logo on all Walk for Lupus Now promotional materials including 8 panel brochures, posters, team captain & walker packets
- Company logo on Walk for Lupus Now t-shirts
- Company logo on Walk for Lupus Now Stage Banner
- Company logo on LFAGA website, with 25,000 visitors annually
- Company logo in Chapter newsletter, circulation 4,000 quarterly
- Personalized Walk for Lupus Now Plaque with company logo

## *T-Shirt Sponsor* **\$1,000**

- Company logo on Walk for Lupus Now t-shirts
- Company logo in the Chapter newsletter, circulation 4,000 quarterly
- Personalized Walk for Lupus Now Plaque with company logo

## *Supporting Sponsor* **\$500**

- Company logo in the Chapter newsletter, circulation 4,000 quarterly



# Sign up *now!*



Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone (Day): \_\_\_\_\_

Phone (Evening): \_\_\_\_\_

Email: \_\_\_\_\_

I would like to show my support for the Walk for Lupus Now by:

- Starting a team
- Joining a team
- Walking as an individual
- Participating as a sponsor
- Making a donation of \$ \_\_\_\_\_

PLEASE MAKE YOUR CHECK PAYABLE TO THE LUPUS FOUNDATION OF AMERICA AND MAIL TO  
1800 LAKE PARK DR, SUITE 101, SMYRNA, GA 30080

# Team captain's *notes*



