



Hope & Heroes

Columbia University Medical Center

5th Annual Walk

To end childhood cancer and blood disorders

Sunday, May 18th, 2014
Clinton Cove Park, NYC

TEAM CAPTAIN GUIDE

Hope & Heroes | Columbia University Medical Center

161 Ft. Washington Avenue, IP7, New York, NY 10032

www.HopeandHeroesWalk.org 1-855-HNHWALK Info@HopeandHeroesWalk.org Fax: 212-305-5848

Welcome To The Team

Dear Team Captains:

Welcome to the 5th Annual Hope & Heroes Walk!

We are so excited to have you join us in our goal to fight pediatric cancers. In this Team Captain Guide, you will find important information about the Walk, as well as suggestions for recruiting team members and tips for successful fundraising.

As a Team Captain, you will inspire your team to reach its goal to raise vital dollars to support individuals and their families who have been affected by pediatric cancer. You'll also get to enjoy each other's company in a truly inspirational day! To assist you with your efforts, we have prepared this guide as well as a number of online fundraising tools to aid you in building your team and reaching your fundraising goals.

As a Team Captain, your responsibilities include:

- Setting your team's goal and creating a plan to reach it.
- Utilizing your team page to recruit family, friends and co-workers.
- Reaching your team fundraising goals by educating your members about online fundraising and how to maximize their personal fundraising page.
- Celebrating your team's success at the Hope & Heroes Walk!

Please use the **3 Easy Steps** in this guide as well as your online personal fundraising page to help you and your team to raise awareness, fundraising dollars and to increase your team's recruiting efforts.

If you have any questions, please do not hesitate to contact us at Info@HopeandHeroesWalk.org or call 1-855-HNHWALK (855-464-9255).

Thank you again for leading your Hope & Heroes Walk team. Your efforts help to support the mission of Hope & Heroes, which exclusively supports the medical treatment of children with cancer and blood disorders and their families. Our beneficiary is the Division of Pediatric Hematology, Oncology and Stem Cell Transplantation at Columbia University Medical Center, one of the largest and most distinguished such programs in the United States. For more information, visit www.HopeandHeroes.org.

We look forward to working with you as we team up to fight pediatric cancer!

Warmest regards,

The Hope & Heroes Walk Team Engagement Staff

Why We Walk

We walk for the children and families treated at the Herbert Irving Child & Adolescent Oncology Center. And they walk for...

- “I walk to show my sister how much I love her and how much I admire her in her fight against leukemia.”
- “I walk in memory of my beloved son.”
- “We are all walking as a family to support my daughter’s friend at school fighting cancer.”
- “We walk because we believe in research. We believe we can make childhood cancer a thing of the past.”
- “I walk because I love the nurses!”



There is nothing more powerful however, than the words of a grateful parent, to demonstrate the caliber of work we do:

“My husband and I wanted to thank you and your incredible team of doctors, nurses, and specialists for the wonderful care you’ve given our daughter over the past three years, since she was diagnosed with leukemia. We thank God every day that we were sent to you for treatment. We don’t believe she could have received better care anywhere in the world. We have to compliment you for providing not only the highest level of medical treatment, but also for creating such a warm, responsive and supportive environment for your young cancer patients and their parents. Thank you for everything you both did to give us this gift.”

Take The First Step

Step 1: Get Started

The first thing to remember about building your team is the old adage, “*the more is merrier.*” The more friends, family and co-workers who join your team, the more your team can achieve! Follow these easy “steps to success” to make your team the best it can be!

Set Your Goal

Use the formula below to set your team fundraising and member goal based on our projected team average of each team having 10 fundraising members raising \$200 each for a grand total of \$2,000!

Goal Formula

- 1: Estimate the number of team members you want to recruit.
- 2: Use the following formula to calculate your team’s overall goal:

$$\text{Team Goal (TG)} = \# \text{ of Team Members} \times \$200 + \text{Team Fundraisers}$$

[Example: \$2,250 = \$2,000 (10 Team Members x \$200) + \$250 (Bake Sale)]

Get Organized

Now that you have set your goal, take a few moments to get organized.

- **Personalize Your Team Page:** Online fundraising is a great way to recruit walkers and raise money. Make it personal by explaining why you are participating and include a picture of yourself or who you are walking for! Be sure to promote your team’s 2012 goal and plans for the Walk.

Need Help? Take a look online at our Fundraising Tools, send us an e-mail at Info@HopeandHeroesWalk.org or give us a call at 1-855-HNHWALK

- **Keep On Track:** Incorporate our “Team Timeline” into your plan.

Plan to Achieve

Finally, create your own team plan which should answer two simple questions:

- How will you recruit your team members?
- How will your team fundraise?

Read on for the answers to these important questions!



“Stay On Track”

Team Timeline

Here is a checklist to track your steps to success.

- ✓ Set your goal.
- ✓ Create your plan.
- ✓ Personalize your page.
- ✓ Recruit a co-captain.
- ✓ Hold a rally.
- ✓ Send out a recruitment e-mail and monitor who responds online.
- ✓ Communicate with your team the importance of online fundraising. Urge each member to raise at least \$200.
- ✓ Hold one team fundraiser.
- ✓ Celebrate your success at the Hope & Heroes Walk.

Need Help With Your Team Plan? Give Us A Call Today! 1-855-HNHWALK

Step 2: Recruiting Walkers

Step 2: Recruit Your Team Members

As team captain, you are responsible for recruiting your team members. Try using these team recruitment ideas and watch your team grow.

- **Begin at Home.** Start by asking those you know best, including family members, friends and co-workers, to join your team for the Walk.
- **Be Energized:** Enthusiasm is contagious. Provide fun ways to encourage and excite your team members; host pre-walk dinners, have team picnics which can include a team training walk, highlight a team member that is doing an exceptional fundraising job and ask them to share what they are doing.
- **Send an E-mail:** Expand your team by using your email address book to ask everyone you know to join your team and support your efforts to fight PEDIATRIC CANCER. If they can't participate the day of the Walk, ask them to volunteer, make a donation, or join your team as a Virtual Walker.
- **Endorsements:** Ask your senior management to send out a communication endorsing the team.
- **Get Help:** If you work at a large company, collaborate with your human resources, community service and/or marketing department to create the best team member recruitment plan possible.
- **Recruit a Friend:** Encourage each member to recruit one other person as a member of the team. Even better, ask them to use their own personal page to communicate with 20 people about the event. Let them know that everyone who sends out 20 emails will receive a free Hope & Heroes Walk car magnet!
- **Internal Communications:** Again, if you work at a large company, communicate with your colleagues often and use a variety of methods to promote your team. For example, start off with an e-mail, then a newsletter article followed by a memo from the president.
- **Build Awareness:** Start building awareness throughout the five boroughs for the Hope & Heroes Walk and the mission of Hope & Heroes Children's Cancer Fund by posting on Facebook and Twitter, hanging posters and distributing brochures.
- **Tell a Story:** Share your personal connection or story on your team and personal page. This can help team members visualize what they're working for.
- **Get Together:** Hold an informal meeting where people can learn about the cause and sign up to walk or volunteer. Try to have a computer or registration forms handy to help you in signing up people

Step 3: Tools You Can Use

Step 3: Reach Your Fundraising Potential

Use these tools to help your team achieve its goal.



Online Fundraising Pages

Our exclusive Hope & Heroes Walk online tools help you and your team members use the web to fundraise. When a team member registers, they will automatically be sent a link to their own personal page. Encourage your members to personalize their pages with your team's story and then send an email, which includes a link to their personal page, to everyone they know. Make it a goal that every team member sends out 20 emails at least 20 days before the walk.

Here's how your team members can use their personal pages.

- Go to www.HopeandHeroesWalk.org & follow the easy step-by-step instructions to register and set-up their own personal fundraising page.
- Your team members should personalize their page with pictures, their own story and then email donation requests which has a link to their personal page inserted in the body of their email to family, friends and colleagues.
- Post a link to their page on Facebook, Linked In or other social network, letting their online communities know why they are requesting a donation.
- Use their page to reach more donors, raise more money and convey the mission of Hope & Heroes.

Writing Samples

Repeatedly reaching out to potential donors is an important part of every fundraising campaign. Draft an email, letter, facebook post, blog post and more telling everyone you know **a)** why you are raising money to fight pediatric cancer and **b)** Hope & Heroes background. Share your personal story and tell your donors where their money is going. Don't forget to mention your fundraising goal! See Sample Letters in the Tools Section on the website.

Don't Be Afraid To Ask!

Your friends will want to support your efforts so don't hesitate to give them the opportunity to help.

Ask 10 friends for \$20 OR see below for a great in-person fundraising plan:

Week 1	Sponsor yourself	\$25
Week 2	Ask 5 Family Members/Friends for \$10 each	\$50
Week 3	Ask 10 Co-workers for \$5 each	\$50
Week 4	Secure \$25 from 2 businesses you frequent	\$50
Week 5	Ask your Boss to support your efforts	\$25
<i>Your 5-Week Grand Total</i>		\$200

Team Fundraisers

In addition to individual fundraising, there are a number of mini-fundraising events that your team can do together to raise awareness & money. Below are some examples. Remember; don't limit yourself to this list as any event can become a team fundraiser!

- **Dress Down Days:** Sell wrist bands for \$5 in exchange for employee participation in a Friday Dress Down Day, Shorts Day, sports team or a new twist...formal wear day!
- **Food, Food & More Food:** Everyone has to eat! Encourage employees to hold bake sales (donuts, cookies, cakes, pies), sandwich sales, pizza sales, ice cream socials or candy sales.
- **Brown Bag Days:** Have employees bring a brown bag lunch and donate the cost of what they would have spent at a restaurant or in the cafeteria.

For more examples and additional tips go to: www.HopeandHeroesWalk.org