

Shelter, Inc.

Walking Together For Change



**TEAM CAPTAIN
TOOLKIT**

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Team Captain Toolkit

Walking Together For Change

To benefit Shelter, Inc.

Welcome Team Captain!

Thank you for joining us as a Team Captain for the 2011 Domestic Violence Awareness Walk - Walking Together for Change!

This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

Teams will consist of two parts: a team leader and the team members.

Team Leaders Select your team leader! The team leader will organize the team walkers, coordinate the event day, coordinate team apparel, register the team and collect any funds raised.

Team Members Team members can be anyone willing to walk and participate! Every member participating has an important role. We suggest assigning each member to do one of the following: coordinate a game plan, provide proper hydration method, give a morning phone call the day of the walk, or be the encourager.

The Team Captain's job is to motivate and encourage others to join your team, whether they are co-workers, friends or family. Once the team is in place, the Team Captain then acts as the key liaison between their team and the Walk.

The Team Captain Kit will describe the following three steps to create a successful team:

Step 1: Recruit & Register Team Members

Just ask. Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, ask them to invite their family, friends, co-workers and neighbors. You will be surprised how quickly your team grows!

Step 2: Set Goals and Fundraise

Set a fundraising goal for your team. Share your enthusiasm and excitement with your team as you strive together to reach that amount. Use this kit for ideas and tools to reach your goals. Remember that the main goal of the Walk is to *raise awareness* of domestic violence.

Step 3: Walk, Run, and Enjoy

Walk, run, enjoy, and reward your team members. You and your team are making a difference in the lives of adult and children victims/survivors of domestic violence.

Let's get ready!

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STEP 1: RECRUIT & REGISTER TEAM MEMBERS

Here are a few easy recruiting ideas!

- **Make a list of possible team members –**
 1. **Family Teams** There's nothing better to promote family bonding than to get out and exercise together! Ask your mom, dad, sister, brother, cousins, and even kids to walk with you. Walking together for a great cause lets you spend time with family and accomplish an important goal together. Leashed friends welcome!
 2. **Friend Teams** We know you have a million friends on Face book! Why not invite them all to join in the cause together?
 3. **Work Teams** The Domestic Violence Awareness Walk is an incredible team-building opportunity and a great reason to get together outside of the office.
 4. **Faith-Based Teams** Faith- based organizations of all denominations are caring communities. A Domestic Violence Awareness Walk Team can help start a dialogue about abuse in your congregation and bring people together behind a worthy cause.
 5. **School Teams** Show your school spirit and pride! Schools are now getting involved to show awareness for Domestic Violence and school bullying. Participating in the walk is a public statement that your facility is an open door and safe haven for students experiencing violence.
 6. **Teams by Interest** Rally your softball team or book club and get in on action together!

Invite anyone and everyone to join your team. Once they have signed on, ask them to invite their friends, family, coworkers, and neighbors. You can keep building your team right up until the day of the walk!

- **Spread the Word –** Talk about the event and your team to everyone you meet. You never know who may be a victim/survivor of domestic violence. Even if there is no personal connection to domestic violence, your passion for raising awareness will be contagious.
- **Advertise –** Use company or neighborhood newsletters, event posters, brochures, e-mail, and break-room bulletin boards to advertise your team recruitment efforts. Make sure to include your team name, captain's name, contact information, and the Domestic Violence Awareness Walk website address where people can register.
- **Enjoy–**Your excitement and enthusiasm is contagious.

As you build your team...

- Be sure you have all the information to register each team member. TIP – Provide copies of registration forms with the team name and captain already filled in. A registration form is included in this toolkit.
- Distribute copies of the Sample Fundraising Letter and email for team members (included in this kit) to copy and send. Encourage your team members to send email out to all their contacts. Email is a fast, inexpensive and easy way to get the word out.
- Challenge another team to see which team can raise the most money.

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REGISTER:

There are three easy ways to register your team for the Domestic Violence Awareness Walk:

Online - Go Green! Shelter, Inc. strongly recommends that you register online. Visit www.ShelterIncAlpena.org and click on the *Domestic Violence Awareness Walk* link. Once you enter this page, you'll be guided through the registration process. Benefits of Online Registration:

1. Quick and Easy
2. Paperless and postage free
3. Registering online ensures your team receives t-shirts

Mail – Complete and mail the registration form to: Shelter, Inc., P.O. Box 797, Alpena Michigan 49707

Phone - Applicants may also register by calling 989-356-2560. Please have the following information ready when calling.

1. Names of walkers participating
2. Team name
3. Leader Selected
4. Contact information such as leader's phone number, address and email

STEP 2: SET GOALS AND FUNDRAISE

Make it personal

If your team is walking in honor or memory of a victim of domestic violence, share the story when asking for donations.

Set a goal

Why are you walking? What is your story? Who do you want to effect? Shelter, Inc. encourages your team to set a personal and financial goal. Setting a challenging yet reachable goal will help you move forward.

Fundraise

Just ask. You are asking on behalf of others who may not be able to ask or raise awareness for themselves. Remember, the victims/survivors of domestic violence are the beneficiary of this event. People want to make the world a better place and you are providing them with an opportunity to contribute.

Voice mail greeting – Let everyone who calls you at home or on your cell phone know that you are raising awareness for the Domestic Violence Awareness Walk.

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Email – Let everyone in your contacts know that you are walking in the Domestic Violence Awareness Walk, and include a link to the Domestic Violence Awareness Walk page

Face book – Let all your *Friends* know what you are doing. *Friend* Shelter, Inc. and ask them to participate in the Event.

Step 3: Run/Walk and Enjoy

Once Walk day arrives, your job is almost finished! Below are steps and suggestions for completing the Walk on a high note.

Walk Day

- Ensure your team knows where to gather at the event site
- The Team Captain should collect and turn in any donation checks at the Walk.
- Pick up your teams' T-shirts and distribute them.
- Take a team photo before the Walk.
- Celebrate with your team because you are all making a difference!

Follow Up

- Collect and turn in all outstanding donations.
- Share the photo with your team members to highlight and enjoy your success.
- Submit the team photo to your company's newsletter or to your local newspaper.
- 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 further participation.

Shelter, Inc. appreciates everyone raising awareness of the domestic violence issue surrounding us. Thank you!

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Team Captain Planner

8 - 12 Weeks to go...

- Register team online
- Set your team goals (fundraising goal and number of team members)
- Begin recruiting team members via email, phone calls and letters
- Begin collecting donations

4 - 8 Weeks to go...

- Hold a team kickoff party
- Continue recruiting team members
- Email your team with important updates and information
- Use company email or school newsletters to spread the work about the Walk
- Ask team members to recruit a friend to join your team
- Send a team email update with a time and place for your team to meet at the Walk

1 week left...

- Be sure you have all the Awareness Walk details
- Let your team know what time and where to meet at the Awareness Walk
- Collect team donations and turn them in to Shelter, Inc.

Awareness Walk Day...

- Pickup your teams t-shirts
- Meet your team at the designated location
- Turn in additional donations at the Registration Table
- Report to the team photo area to have your photo taken
- Enjoy the day and celebrate with your team

After the Race...

- Collect and turn in any additional donations
- Congratulate and thank team members for their hard work

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SAMPLE TEAM MEMBER RECRUITMENT LETTER

Dear _____ ,

I am participating in the 2011 Domestic Violence Awareness Walk to benefit Shelter, Inc. It is great exercise for a great cause – I hope you'll join me!

Domestic violence and sexual assault are pervasive and life-threatening crimes affecting millions of individuals across our nation regardless of age, economic status, race, religion or education. Nearly one in four women will be a victim of domestic violence, with approximately 15.5 million children exposed to domestic violence every year. Greater public awareness of the problem is needed.

I have decided to start a team and will walk with others who are committed to raising awareness of domestic violence. Will you join my team? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

When:

Where:

How: If you're interested, join my team. Team Name is _____.

Spread the word to your family and friends so together we can build a powerful team. Proceeds from the Awareness Walk will benefit Shelter, Inc., a non-profit organization devoted to the victims and survivors of domestic violence and sexual assault.

Thanks for joining my team! For more information, visit www.ShelterIncAlpena.org or contact me at (insert your phone number).

Sincerely,

Dear,

I am participating in the 2011 Domestic Violence Awareness Walk to benefit Shelter, Inc. Proceeds from the Awareness Walk will benefit Shelter, Inc., a non-profit organization devoted to the victims and survivors of domestic violence and sexual assault.

Domestic violence and sexual assault are pervasive and life-threatening crimes affecting millions of individuals across our nation regardless of age, economic status, race, religion or education. Nearly one in four women will be a victim of domestic violence, with approximately 15.5 million children exposed to domestic violence every year. Greater public awareness of the problem is needed.

My personal goal is to raise \$_____ to help victims/survivor of domestic violence. Will you help me reach my goal by making a donation? Any support you can provide will be greatly appreciated!

Checks should be made payable to Shelter, Inc. All donations for the Walk are tax deductible.

Thank you for your support! Your gift will make a difference.

Sincerely,

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2011 Registration Form Domestic Violence Awareness Walk

There are three easy ways to register for the Domestic Violence Awareness Walk.

1. Pre-register online at **www.ShelterIncAlpena.org**. Click on the "DV Awareness Walk" link.
2. Complete this form and mail to: Shelter, Inc., PO Box 797, Alpena MI 49707
3. Register onsite the day of the event. Complete this form and bring it with you to the Walk.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone: _____

Walk Location County: Alcona Alpena Iosco Montmorency Presque Isle

Please select your preferred T-shirt size: T-shirt Size: S M L XL XXL

The 2011 Domestic Violence Awareness Walk Release and Waiver of Liability Agreement

The undersigned participant ("Participant") in the Domestic Violence Awareness Walk ("Walk") hereby represents and warrants that he/she is in good physical condition and is able to safely participate in the Walk. Participant is fully aware of the risks and hazards inherent in participating in the Walk and hereby elects to voluntarily participate in the Walk, knowing the risks associated with the Walk. Participant hereby assumes all risks of loss, damages, or injury that may be sustained by him/her while participating in the Walk. Participant, on behalf of himself/herself and his or her personal representatives, assigns, heirs, and executors, hereby fully and forever releases, waives, and discharges Shelter, Inc., and any and all Walk associates, and their respective officers, directors, members, agents and local event coordinators (collectively "Releases"), from any and all liability to the Participant and/or his/her personal representatives, assigns, heirs and executors, related to or arising out of Participant's participation in the Walk, including without limitation any losses, claims, demands or liabilities resulting from or on account of personal injury or death to the Participant or property damage, whether caused by the active or passive negligence of all or any of the Releases or otherwise.

Participant hereby agrees to the use of his or her name, photograph and likeness in broadcasts, newspapers, brochures, videos, websites and other media for any purpose without compensation. Participant hereby authorizes emergency medical treatment as needed.

Participant acknowledges and understands that Participant's agreement to the foregoing terms is given in consideration of Releases permitting Participant to participate in the Walk. PARTICIPANT HAS READ THE FOREGOING AND INTENTIONALLY AND VOLUNTARILY SIGNS THIS RELEASE AND WAIVER OF LIABILITY AGREEMENT.

IF PARTICIPANT IS UNDER AGE 18: This application must be acknowledged and submitted by Participant's parent or legal guardian. By submitting this application, such parent or legal guardian certifies and acknowledges that Participant has permission to participate in the Walk, that the parent or guardian has read the above RELEASE AND WAIVER OF LIABILITY AGREEMENT, that the parent or guardian intentionally and voluntarily agrees to the above terms and conditions, and that Participant is in good physical condition and is able to safely participate in the Walk. The parent or guardian hereby authorizes emergency medical treatment for Participant as needed.

Signature: _____

Parent/Guardian Signature (if under 18): _____

Date: _____

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2011 Pledge Form **Domestic Violence Awareness Walk**

Walk Location: _____ Date: _____

Participant Name (last, first): _____

Thank you for your participation in the Domestic Violence Awareness Walk! The pledges you collect help to fulfill the mission of Shelter, Inc. which is a nonprofit organization. Checks may be brought to the event or mailed to Shelter, Inc., PO Box 797, Alpena MI 49707. Please paperclip all pledge payments to this form. Please do not send cash in the mail.

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____

Name: _____ **Check No:** _____

Pledge Amount: _____ Email: _____

Address (Street, City, Zip): _____