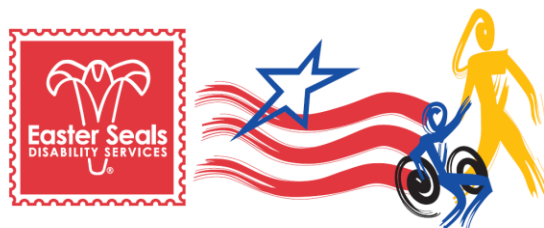


EASTER SEALS WALK WITH ME



Walk With Me because...

generosity never goes out of style.

Walk With Me because...

you'll feel good about giving.

Walk With Me because...

you'll help change the lives of people living with autism and other disabilities

Thank you for signing up as a **Team Captain!** You and your team members will join hundreds of participants for Easter Seals **Walk With Me Philadelphia** on **June 4, 2016**. It's a fun, family fitness walk that may be short on mileage, but big on heart. You'll see if you **Walk With Me**.

- Every walker is teamed up with one of our Honorary Ambassadors, a local child or adult who benefits from Easter Seals services. Get to know your Ambassador in advance and then, personally meet him or her on walk day.
- This Team Captain Kit will give you all the tools you need to encourage your friends, family or co-workers to **Walk With Me**.

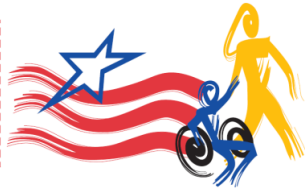
No matter what your size, age, or ability, you can put hope within reach for people with disabilities and have a great time at **Walk With Me!**

**For more information, call Beth Brady at 484-234-8005
or email – bbrady@easterseals-sepa.org**

www.walkwithme.org/philadelphia



EASTER SEALS WALK WITH ME



E-MAIL BROADCAST MESSAGES

Week of April 18th

FROM: (your name)

SUBJECT: **Walk for Easter Seals**

Mark **Saturday, June 6th** on your calendar! That's when Easter Seals 12th Annual **Walk With Me** will take over the Philadelphia Zoo. Walk with us and help raise money to provide Easter Seals services for children and adults with disabilities. I am delighted to be serving as your team captain. Call me at (your phone number). Visit our own team web page at www.walkwithme.org/philadelphia. Let's make a difference!

Week of April 25th

FROM: (your name)

SUBJECT: **Let's Make a Difference**

Easter Seals Walk With Me is set for Saturday, June 6th at the Philadelphia Zoo. Last year Easter Seals served over 8,000 local people. Join us for this 5K run and 1 mile walk to raise money for local Easter Seals services that are helping people living with disabilities gain greater independence. Registration is just \$30 and includes all day admission to the zoo! Call me at (your phone number) Visit www.walkwithme.org/philadelphia and let's make a difference as a team!

Week of May 2nd

FROM: (your name)

SUBJECT: **Sign up Today!**

As team captain, I'm inviting you to **Walk With Me** at the Philadelphia Zoo on Saturday, June 4th. Did you know that Easter Seals of Southeastern Pennsylvania has center based programs in Bucks, Chester, Delaware, Montgomery and Philadelphia counties, as well as home based services in all 5 counties? Last year Easter Seals provided over 8,000 local children and adults with free and reduced price services. For more information visit www.walkwithme.org/philadelphia.

Week of May 9th

FROM: (your name)

SUBJECT: **Help People with Disabilities**

We need YOU for the company team. **Walk With Me** is Saturday, June 4th. We will walk 1 mile through the Philadelphia Zoo and raise money to help provide Easter Seals services to people with disabilities. Enjoy a day of food, fun and music! Registration for the event is \$30 (ages 12+) and includes an event t-shirt and all day admission to the zoo. Call me at (your phone number). Together we can all make a difference! Check out our team web site on www.walkwithme.org/philadelphia!

Week of May 16th

FROM: (your name)

SUBJECT: **We Need You**

The **Walk for Easter Seals** on Saturday, June 4th is almost here. Now is the time for you to sign up to walk with us at the Philadelphia Zoo. Easter Seals 13th Annual **Walk With Me** is raising money to help local people with disabilities. **So far we have (# of) participants and have raised (\$#). Join our team by registering on line today!**

Week of May 23rd

FROM: (your name)

SUBJECT: **Don't Miss the Walk**

There's still time to sign up and walk with us on Saturday, June 4th. To join us OR make a pledge for **Walk With Me** call me at (your phone number) or **register on line** www.walkwithme.org/philadelphia. And Walkers... be sure to bring your pledge money with you on June 4th (pledges may be updated on line).

Week of May 30th

FROM: (your name)

SUBJECT: **Walk Meeting Time & Place**

Easter Seals **Walk With Me** is here! Our team will be meeting at (place/time). You can still join us or make a pledge! Call me at (your phone number) to get involved today. Don't forget to stop by and meet (Honorary Ambassador) after you have checked in.

Week of June 6th

FROM: (your name)

SUBJECT: **THANK YOU!**

Thank you to everyone who walked and who donated to Easter Seals **Walk With Me**. Our team had a great time, got the chance to meet (Honorary Ambassador) and put hope within reach for people living with disabilities. Together we had (# of) participants and raised (\$) to help Easter Seals provide services in our community. There is still time to get involved. Donations and pledges will be accepted until June 30th. Thank you for supporting our team and Easter Seals!

For more information on Easter Seals Walk With Me Philadelphia, call Beth Brady, at 484-234-8005, or email bbrady@easterseals-sepa.org.

EASTER SEALS WALK WITH ME



VOICE MAIL BROADCAST MESSAGES

Week of April 18th Hi, this is (your name), (company name)'s team captain for **Easter Seals Walk With Me**. Mark Saturday, June 4th on your calendar! That's when the 5k run and **Walk for Easter Seals** will take place at the Philadelphia Zoo. Walk with us and help raise money to provide Easter Seals services to local children and adults with disabilities. **GAMES, FOOD, MUSIC and FREE Zoo Admission!** Call me at (your phone number). Let's make a difference...together.

Week of April 25th Hi, this is (your name), (company name)'s team captain for **Walk With Me** set for Saturday, June 4th at the Philadelphia Zoo. Last year, Easter Seals of Southeastern Pennsylvania served over 8,000 people with special needs. Join us this year for the 5K run and 1 mile fun walk to raise money to provide Easter Seals services to local people. Registration is \$30 (ages 12+) and includes an event t-shirt and all day zoo admission. Call me at (your phone number). Check out our team web page at www.walkwithme.org/philadelphia

Week of May 2nd Hi, this is (your name), (company name)'s team captain for **Walk With Me** coming up Saturday, June 4th at the Philadelphia Zoo. Did you know that Easter Seals of Southeastern PA is adapting to community needs by creating inclusive preschool and autistic support classrooms? Help us help others gain true independence. Call me at (your phone number) or visit www.walkwithme.org/philadelphia.

Week of May 9th Hi, this is (your name), (company name)'s team captain for Easter Seals **Walk With Me** to be held Saturday, June 4th. We need YOU for the company team. Our goal is to have (#) participants. To see who else is on the team, visit our team web page at www.walkwithme.org/philadelphia. We'll walk 1 mile through the Philadelphia Zoo and raise money to help provide Easter Seals services to local people with disabilities and special needs. Call me at (your phone number).

Week of May 16th Hi, this is (your name), (company name)'s team captain for **Walk With Me**. Saturday, June 4th is almost here, so we need you to sign up now to walk with us or make a pledge to help your co-workers who will be walking. This 5K run and Walk raises money to help people through services like Early Intervention, Assistive Technology and speech, physical and occupational therapy. Please call me at (your phone number) or visit www.walkwithme.org/philadelphia and get involved today!

Week of May 23rd Hi, this is (your name), (company name)'s team captain for **Easter Seals Walk With Me** on Saturday, June 4th. Walk is almost here and we have (# of) walkers and have raised over (\$#)! Join us OR support a co-worker who is walking by calling me at (your phone number). And, if you are walking with us, be sure to bring your pledge money with you on June 4th. **Pledges may be entered on line.** Visit www.walkwithme.org/philadelphia to see our top team fundraiser's name!

Week of May 30th Hi, this is (your name), (company name)'s team captain for the **Easter Seals Walk With Me** which is this Saturday, June 4th in Philadelphia. Our team will be meeting at (place/time). And remember... if you're not already signed up to walk OR to support our team with a pledge, there's still time to get on board. Call me at (your internal phone number).

Week of June 6th Hi, this is (your name), (company name)'s team captain for the **Easter Seals Walk With Me**. Thank you to everyone who walked and donated to our team. We raised a total of (\$) for local Easter Seals services. If you would still like to make a donation or turn in outstanding pledges there is still time! Pledges and donations will be accepted online and via mail until June 30th. Call me at (your phone number).



RECRUITING YOUR TEAM – A weekly checklist for Walk With Me

Week One: April 18th GETTING STARTED

- ☐ Set a goal: How many walkers do you want to recruit? How much money do you want to raise?
- ☐ Create your team web page at www.walkwithme.org/philadelphia
- ☐ Get some help – people located in different departments or work sites who can encourage co-workers and their families and friends to join you. **ANYONE** can be on your team!
- ☐ Put **WALK** brochures in centrally-located, well-traveled locations, and let co-workers know where they can get one. Be sure walkers contact you directly so you can keep track of your team members.
- ☐ Place **WALK** posters in strategic locations. Add your name and telephone number so people can contact you to join the team.
- ☐ Place a **WALK WITH ME** article in your company's newsletter. A sample article is included in this kit for you to personalize. Check now to find out your newsletter's deadline.
- ☐ Try to get on the agendas of all April/May meetings. Contact Easter Seals (484-234-8005) if you would like a staff member or Easter Seals family to come speak to your co-workers. **This will help recruit your team!** (Easter Seals would also be happy to host tours of our service sites)
- ☐ Find out if your company provides matching funds for charitable donations. Contact your Human Resources manager and ask whether or not the company will match your pledges.

Week Two: April 25th NETWORKING WORKS

- ☐ Determine the best communications network in your organization. Use e-mail, voice mail, memos, paycheck stuffers, bulletin boards and word of mouth to let everyone know about **EASTER SEALS WALK WITH ME**. Sample messages are included in this kit to make it easy and support materials are available by calling Beth at 484-234-8005.
- ☐ Think of other ways to get people involved. Promote friendly competition between departments or plan an informational meeting or booth to get the word out to everyone. **Encourage on-line registration!**
- ☐ Set up a **WALK** information table near the cafeteria to sign up walkers during lunch.
- ☐ Encourage management to visit the team web page so that they can see how committed you and your walkers are to this event. Other companies can see your team listed on a National website!

Week Three: May 2nd TEAM BUILDING EVENT

- ☐ Host a team fundraiser such as a 50/50 raffle or car wash. Advertise this event on your team web page! Check your team captain folder kit for other fundraising activities.
- ☐ Print out your Honorary Ambassadors' story and distribute in the office or email to team members.

EASTER SEALS WALK WITH ME



Week Four: May 9th KEEPING EVERYONE INFORMED

- ❑ Continue voice mail or e-mail schedule to maintain team energy until the **WALK**.
- ❑ Heavily encourage team members to update on line pledges. This will help validate all the hard work they're doing while creating a friendly competition amongst the team. Hold a special team meeting to get energy flowing and brainstorm ideas to get more pledges.

Week Five: May 16th BUILDING TEAM SPIRIT

- ❑ Plan a meeting to coordinate details. Send around a memo about the **WALK** meeting.
- ❑ Give one extra copy of the **WALK** Pledge Form to each team member. Encourage them to ask one new person – family member, friend, co-worker, or neighbor – to join them on June 6th.
- ❑ Determine a good meeting spot for your team on the day of the **WALK**. Discuss car-pooling to a local center or to the Zoo and maybe even a team lunch afterwards. If you would like to schedule a team picture contact Beth at 484-234-8005 and we will set a time and place for the official event photographer to photograph your team.

Week Six: May 23rd ROUNDING THE BEND

- ❑ Check with key team members about meeting your goals. Plan one last organizational sweep. Members should be encouraged to enter pledges on-line for accuracy in keeping track of the team goal.

Week Seven: May 30th THE HOME STRETCH

- ❑ Send last minute reminders – e-mail, voice mail, memos, or flyers – to all team members and co-workers. Review details, finalize team meeting place, and designate someone to take a team photo that day for the company newsletter.
- ❑ Remind all walkers to turn in pledge money to you or bring their pledge money with them on June 6th and to have their pledge form filled in with all the information requested. Pledges can be continuously updated on line.

Week Eight: June 6th CONGRATULATIONS!

- ❑ Send a press release with your team photo to your company newsletter and the local paper. Send thank you notes to your team members.
- ❑ Send out email and voicemail messages with the team totals and say thank you to all participants/donors.
- ❑ Collect and forward to Easter Seals any contributions (and pledge forms) not handed in on June 4th. **Late contributions will be added to a member's prize incentive totals until June 30th.** Check to make sure all team members' matching gift forms were filled out and handed in.

Thank You!



20 Ways in 20 Days to Raise \$2,000

Aim High! Raise \$2,000 in 20 Days!!

Day 1	Register for Easter Seals Walk With Me Philadelphia online www.walkwithme.org/philadelphia	
Day 2	Map out your fundraising strategy	
Day 3	Sponsor yourself for \$30	\$30
Day 4	Ask 2 relatives for \$25	\$50
Day 5	Ask 3 friends for \$10	\$30
Day 6	Set up a change jar at work	\$20
Day 7	Ask 5 neighbors for \$10	\$50
Day 8	Relax...take a break...you're doing GREAT!	
Day 9	Host a pizza party in your office inviting Walk With Me teammates and other coworkers, \$3.00 to participate	\$30
Day 10	Ask 6 local merchants near your office for \$100	\$600
Day 11	Gather together all of your loose change in your purse, car and pant pockets	\$20
Day 12	Issue a "challenge" to teammates and let them know what you have done and how much you have raised to date...a friendly little competition among friends	
Day 13	Take a practice walk with members of your team	
Day 14	Contact local companies and other vendors you work with and ask them for \$250 each or to place a collection jar at cash registers	\$750
Day 15	Ask 3 people you know at your health club, social organization, or church for \$20	\$60
Day 16	Take the day off...you've earned it!!	
Day 17	Blast out an email to your email address book	\$60
Day 18	Inquire at local fast food restaurants or book stores if they will donate a day to help your efforts. Many will donate a portion of sales from a specific day to help your cause.	\$200
Day 19	Update your Walk With Me team page	
Day 20	Sell candy or host a bake sale at the office/church or social function	\$100
Day 21	Collect any unconfirmed pledges	
		\$2,000

YOU DID IT!!! TIME TO CELEBRATE!



TEAM UP TO HELP PEOPLE WITH DISABILITIES

Join us for Easter Seals 12th Annual Walk With Me Philadelphia event **Saturday, June 4, 2016** at the Philadelphia Zoo. This 5k run and 1 mile walk is raising funds for people living with disabilities in Southeastern Pennsylvania. Registration costs \$30 (ages 12+) this includes event t-shirt and all day Zoo admission.

Registration starts at 7:30 a.m., 5K Starts 8:30 a.m. and 1 Mile Walk Starts 9:15 a.m.

PUT HOPE IN REACH FOR SOMEONE LIVING WITH A DISABILITY!

www.walkwithme.org/philadelphia

Walker's Name	Address	City/ST/Zip	Email	Pledge

Team Captain: _____ Contact Phone #: _____

Questions? Suggestions? Call Easter Seals at 484-234-8005 or email bbrady@easterseals-sepa.org