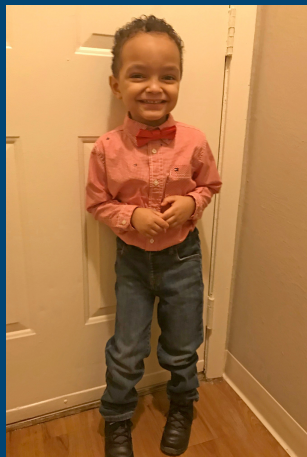




# TEAM CAPTAIN KIT





**Thank you for your interest in Walk With Me.  
Without your support, our work would not be possible. Thank you  
for supporting Easterseals' mission and creating your Team.**

**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 Easterseals Walk With Me Philadelphia on **Saturday, June 5, 2021.** 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.**

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 Natasha Lebron at 484-234-8005 or email – [nlebron@easterseals-sepa.org](mailto:nlebron@easterseals-sepa.org)

**[www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia)**



## Information on Walk With Me

### About Walk With Me Philadelphia

- The walk is a 1-mile fun walk in which the whole family can participate.
- If you opt to walk in-person, you will meet some of our amazing ambassador families and enjoy a fun day at the Philadelphia Zoo! If you opt to participate virtually, you can walk where you want and still help Easterseals raise funds for our programs and services.
- If you raise \$50 by May 15th you will Receive the Official 2021 Walk With Me T-shirt! (*does not include participation fee*)

## How to Register Your Team for Walk With Me:

- Go online to [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia), click "Form a team," and continue with the provided instructions
- Send any payment by mail:  
Easterseals Development Department  
Attn: Walk With Me Philadelphia  
3975 Conshohocken Ave  
Philadelphia, PA 19131

## Recruit Your Team for Walk With Me Philadelphia

- Get your company involved! Let your co-workers know that you are participating in a great fundraising event.
- Ask for a few minutes on the agenda of any Zoom or Skype meetings you attend. Explain why you are participating in Walk With Me and ask for everyone's support. Even small contributions will push you towards your fundraising goal.
- Connect with past teammates! Let them know you are participating and encourage them to join you for this fun-filled day to support children and adults with disabilities.
- Make a list! Ask any possible team members from your holiday card list, family members, friends, and neighbors if they would like to get involved.
- Ask online! Promote the Walk on Facebook, Twitter, or Instagram and encourage people to join you or make donations to your team.

## Questions?

Please contact Natasha Lebron at [nlebron@easterseals-sepa.org](mailto:nlebron@easterseals-sepa.org)



## **RECRUITING YOUR TEAM- A weekly checklist for Walk With Me**

### **Week One: April 19th – GETTING STARTED**

- Set a goal: How many walkers do you want to recruit? How much money do you want to raise?
- Create you team page at [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia)
- Get some help- people located in different departments or work sites who can encourage co-workers, their families and friends to join you. ANYONE can be on your team!
- Share your Walk With Me Page on your social media- Facebook, Twitter, LinkedIn, etc.
- Try to get on the agendas of all May/June meetings. Contact Easterseals if you would like a staff member to come speak to your co-workers. This will help recruit your team!
- 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 contribution.

### **Week Two: April 26th - NETWORKING WORKS**

- Determine the best communications network in your organization. Use e-mail, voice mail, memos, paycheck stuffers, bulletin board and word of mouth to let everyone know about EASTERSEALS OF SOUTHEASTERN PENNSYLVANIA.
- 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 ONLINE REGISTRATION!
- Encourage management to visit the team web page so that they can see how committed you and your walkers are to this event.

### **Week Three: May 3rd -TEAM BUILDING EVENT**

- Host a team fundraiser such as a 50/50 raffle, pennies war, or car wash. Advertise this event on your team web page!
- Print out your Honorary Ambassadors story and distribute in the office or email to team members.

### **Week Four: May 10th – KEEP EVERYONE INFORMED**

- Continue voice mail or email schedule to maintain team energy until the WALK.
- Heavily encourage team members to update online 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.





## **RECRUITING YOUR TEAM- A weekly checklist for Walk With Me**

### **Week Five: May 17th - BUILDING TEAM SPIRIT**

- Plan a meeting to coordinate details. Send around a memo about the walk meeting.
- Encourage team members 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 Philadelphia Zoo and maybe even a team lunch afterwards.

### **Week Six: May 24st - ROUND THE BEND**

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

### **Week Seven: May 31st - THE HOME STRECH**

- Send last minute reminders- e-mail, voice mail, 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 online.

### **Week Eight: June 7th - CONGRAGULATIONS**

- Send a press release with you team photos to your company newsletter and the local paper. Send thank you notes to you team members.
- Send out email and voicemail messages with the team totals and say thank you to all participants/donors.
- Collect and forward to Easterseals any contributions not handed in on June 6th. Check to make sure all team members' matching gift forms were filled out and handed in.



## **E-MAIL BROADCAST MESSAGES**

### **Week of April 19th FROM: (your name) SUBJECT: Walk for Easterseals**

Mark Saturday, June 5th on your calendar! That's when Easterseals Annual Walk With Me will take over the Philadelphia Zoo. Walk with us and help raise money to provide Easterseals 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](http://www.walkwithme.org/philadelphia). Let's make a difference!

### **Week of April 26th FROM: (your name) SUBJECT: Let's Make a Difference**

Easterseals Walk With Me is set for Saturday, June 5th at the Philadelphia Zoo. Last year Easterseals served over 7,000 local people. Join us for this 1 mile walk to raise money for local Easterseals services that are helping people living with disabilities gain greater independence. Registration is just \$35 and includes all day admission to the zoo! Call me at (your phone number). Visit [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia) and let's make a difference as a team!

### **Week of May 3rd 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 5th. Did you know that Easterseals 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 Easterseals provided over 7,000 local children and adults with free and reduced price services. For more information visit [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia).

### **Week of May 10th FROM: (your name) SUBJECT: Help People with Disabilities**

We need YOU for the company team. Walk With Me is Saturday, June 5th. We will walk 1 mile through the Philadelphia Zoo and raise money to help provide Easterseals services to people with disabilities. Enjoy a day of food, fun and music! Registration for the event is \$35 (ages 12+) and includes 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](http://www.walkwithme.org/philadelphia)!



**Week of May 17th FROM: (your name) SUBJECT: We Need You**

The Walk for Easterseals on Saturday, June 5th is almost here. Now is the time for you to sign up to walk with us at the Philadelphia Zoo. Easterseals 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 online today!

**Week of May 24th FROM: (your name) SUBJECT: Don't Miss the Walk**

There's still time to sign up and walk with us on Saturday, June 5th. To join us OR make a pledge for Walk With Me call me at (your phone number) or register online [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia). And Walkers... be sure to bring your pledge money with you on June 5th (pledges may be updated online).

**Week of May 31st FROM: (your name) SUBJECT: Walk Meeting Time & Place**

Easterseals 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 7th FROM: (your name) SUBJECT: THANK YOU!**

Thank you to everyone who walked and who donated to Easterseals 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 Easterseals 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 Easterseals!

**For more information on Easterseals Walk With Me Philadelphia,  
call Natasha Lebron, at 484-234-8005, or email  
[nlebron@easterseals-sepa.org](mailto:nlebron@easterseals-sepa.org).**



## Fundraising Tips for Your Team

- **Share your story!** Share the reasons why you are walking. Utilize social media and your Walk With Me team page to tell your story and ask for donations to help you reach your goal.
- **Use Boundless Facebook fundraising.** Remember to utilize our Facebook Fundraising app. Once your team is registered, each member can raise funds using Facebook, too! Be sure to keep track of the funds raised and notify Natasha Lebron at [nlebron@easterseals-sepa.org](mailto:nlebron@easterseals-sepa.org)
- **Create a fitness challenge.** Challenge yourself and your teammates to do a fitness challenge and collect pledges for each milestone you perform. Whether it is dancing, riding a bike, or running a marathon, you choose the challenge and encourage friends to take part and collect pledges with you. Use social media to promote and encourage your viewers to donate. Make note of donations and notify Natasha Lebron at [nlebron@easterseals-sepa.org](mailto:nlebron@easterseals-sepa.org)
- **Research matching gifts.** Speak to your employers about their matching gift program and ask your teammates to do the same! This can make your donation go farther!
- **Host a virtual happy hour with games.** Gather some peers or coworkers to host an online happy hour filled with virtual games like murder mysteries or trivia games. Ask for suggested donations to attend and throughout the happy hour.





## Fundraising Tips for Your Team

- **Celebrate:** Tell your friends and family that instead of a traditional gift for your birthday or anniversary, you would like them to make a donation to Walk with Me. You'll feel good...and they will too!
- **Email your friends and family:** Send emails to everyone you know using your Participant/Team Page. Use one of the pre-written email templates or create your own.
- **The Mighty Pen:** Try mailing a letter to friends, family, co-workers and neighbors asking for their support. Let them know why you are raising money. If you have a personal connection share your story. Don't forget to send a thank you note to people who donate!
- **Online Teaching:** Are you skilled at cooking? Creative with a paint brush? Great at yoga? Ask for a \$10 donation from participants and host a virtual class for them to follow along at home.
- **Use The Ask 5 Rule.** To get \$500 in 5 days, you just have to use the ask 5 rule.
  - **Day 1** (\$100):
    - Ask 3-4 family members to sponsor you or sponsor yourself for \$25
  - **Day 2** (\$100):
    - Ask 5 friends and 5 coworkers for \$10 each
  - **Day 3** (\$50):
    - Ask 5 neighbors for \$10 each
  - **Days 4 and 5** (\$250):
    - Ask 5 businesses you often visit for \$50 each



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

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

- **Day 1:** Register for Easterseals Walk With Me Philadelphia online [www.walkwithme.org/philadelphia](http://www.walkwithme.org/philadelphia)
- **Day 2:** Map out your fundraising strategy
- **Day 3:** Sponsor yourself for \$30
- **Day 4:** Ask 2 relatives for \$25
- **Day 5:** Ask 3 friends for \$10
- **Day 6:** Set up a change jar at work
- **Day 7:** Ask 5 neighbors for \$10
- **Day 8:** Relax...take a break...you're doing GREAT!
- **Day 9:** Host a virtual party on Zoom inviting Walk With Me teammates and other coworkers, \$3.00 to participate
- **Day 10:** Ask 6 local merchants near your office for \$100
- **Day 11:** Gather together all of your loose change in your purse, car and pant pockets



- **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
- **Day 15:** Ask 3 people you know at your health club, social organization, or church for \$20
- **Day 16:** Take the day off...you’ve earned it!!
- **Day 17:** Blast out an email to your email address book
- **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.
- **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
- **Day 21:** Collect any unconfirmed pledges

**\$2,000 YOU DID IT!!! TIME TO CELEBRATE!**