



FUNDRAISING TEAM CAPTAIN'S GUIDE

Thank you for volunteering to be a team captain for the 4th Annual Yerman Friends of Children 5K Run & Walk. Team organizers are the heart and soul of community events and their success depends largely on your efforts.

This Guide provides instructions for setting up your team online through the movingforkids.com Web site, assisting team members with registration and fundraising, and tips for keeping track of fundraising totals. If at any time you have questions about team procedures, please contact us at movingforkids2009@cox.net.

Purpose of Teams

The purpose of forming a team is to build excitement and unity to maximize fundraising potential. Your role as a team captain involves motivating and inspiring your team members to raise as much money as possible via direct donations and run/walk registrations. A secondary objective is that you have great fun in the process.

Team Qualifications

Teams must be between 5 and 25 members. A team name is completely up to you. Creatively distinguishing your team members on race day will add a fun flare, but is optional.

Team Awards

The top fundraising team will be recognized in the award ceremony. Team members are also eligible to win the highest individual fundraiser award.

As our reward to you for your hard work there will be a team appreciation breakfast sponsored by Chick-fil-A after the run/walk for teams that raise \$500 or more. Reservations must be made on or before September 21. It will also be your duty to collect and/or verify the required minimum \$500.

How to Create and Manage a Team

Step I: Create your team online and set up a team fundraising page.

1. Click on "Join a Team" or "Registration" at www.movingforkids.com.
2. Click on "Create a Team."
3. Login or create an account. NOTE: If you registered for the Yerman run/walk online last year you probably have an Active.com account. Resetting your password is very fast if you've forgotten yours.
4. Once you're logged in you'll be prompted to name your team, customize settings and set up a team fundraising page. **Be sure to choose the option to set up the fundraising page.** You will receive an email confirmation with a link for easy access to your team registration center and fundraising page. You'll be able to manage both from the link. Check under "Donations" on the movingforkids.com site to make sure your fundraising page is there.

NOTE: Creating a team will not register you for the event. Use the link in your team center page to register.

Step II: Recruit Team Members

- ◆ Before you make contact with prospective team members, consider setting a fundraising goal and asking management to provide an internal prize for the team if it reaches its goal and/or for top team fundraisers (matching gift, afternoon off, catered lunch, etc). Check out the tips on your team's "Fundraising Center" page for more ideas.

- ◆ You know best how to encourage participation in your organization, be it through email, posters, presentations, word-of-mouth or a combination thereof. Regardless of your initial point of contact, the most effective way to close the sale with potential team members is by inviting them to join the team via the email tool on your team center page. Emails include a link to the event registration site.

Suggested copy points for invitation email (also see attached cut and paste paragraphs):

1. Provide a little info. on the run/walk and charity it supports (see attached paragraph).
 2. Let them know the event is a great place to bring the entire family (see paragraph).
 3. Remind them of team goal and incentives (appreciation breakfast, prizes if available, etc.), company/organization competitors also raising money, etc. Teams can keep track of their standings via the scrolling boxes on the "Donations" page of the event Web site.
 4. Remind them to register "with a team" and to choose your team's name in the drop-down box when prompted.
 5. Urge them to register as soon as possible. Shirts are only guaranteed to those who register by September 21 and online registration closes September 23.
 6. Encourage folks to register to run/walk **and** fundraise using the online tools available. **To fundraise they must select "yes" when asked if they want to set up a fundraising account during registration.** This will allow them to invite friends and family to donate to your team via email.
 7. Inform them that \$12 of their registration fee will count towards the team's fundraising goal.
 8. Let them know that all walkers and runners must submit a paid registration; folks who can't participate on race day but want to help fundraise may register as a fundraiser only.
 9. See last bullet point under "Monitoring registrations & donations" below.
- ◆ Send follow-up, reminder emails noting team progress.
 - ◆ There are envelopes and instructions in your team captain folder for members who prefer to register and fundraise offline. Please email movingforkids2009@cox.net if you need more envelopes or supplies.

Step III: Cheerlead and manage team registrations and fundraising

Your online team center tools allow you to keep tabs on team growth, send emails, update information, etc. There's also a quick link there to your team fundraising page where you can keep tabs on funds raised and your team's standing, enter offline donations, and more.

Team captain responsibilities include:

- ◆ Monitoring registrations & donations: The event site "Donations" page includes a wonderful application that displays running team fundraising totals. This tool can be quite effective at inspiring fun, healthy competition between teams. Keep these things in mind in monitoring your team's fundraising online.
 - Because offline donations cannot be verified until turned in to the Yerman 5K fundraising coordinator, running totals on the Web site are **unofficial**. Only verified totals (online credit card + offline donations [i.e. cash/checks turned in] + reg. fee credits) will be considered for breakfast eligibility, awards, and final team totals.
 - Online credit card donations are added automatically to your team's scrolling total.
 - Offline donations via cash/checks can be entered manually but should be done so only
 1. When checks/cash are collected by you (not just promised or expected).
 2. To reflect paid registrations. Unfortunately, the Active.com system does not automatically migrate the charitable portion of registration fees to your team total when members join your team. These credits (\$12 per paid registrant) will be added to team/individual official totals by the fundraising coordinator at Early Pick-up or on race day -- but you may add them to your unofficial online total if you like.

- Be aware that if your team members make donations *while registering online* the donation will appear on the main fundraising page under the team member's name BUT NOT be credited to your team. We can correct this manually if you will send us 1) team name, 2) team member's name & amount, and 3) date of registration. Send this to moovingforkids2009@cox.net. To avoid the glitch you could encourage members to donate via their fundraising page (vs. during registration) in your instructions to them.

- ◆ Making breakfast reservation. **Team breakfast reservations must be made via email to moovingforkids2009@cox.net by September 21.** Include the number of tickets you will need (up to 25). Eligibility will be verified by the fundraising coordinator before breakfast tickets can be picked up. Teams that have raised \$500 in online credit card donations by September 21 can pick up breakfast tickets at the Early Pick-up site *or* on race day. Teams that require offline donations (cash/checks) to be verified to meet breakfast eligibility must pick up tickets at the Early Pick-up site September 24 (see below). The fundraising coordinator will confirm your reservation via return email.

NOTE: Breakfast cannot be guaranteed for teams that do not make a reservation on or before September 21 regardless of their fundraising totals.

- ◆ Collecting and turning in offline registration forms/fees and offline donations and picking up team shirts and breakfast tickets:
 - Early Pick-up: Teams are encouraged to continue fundraising up to race day but will have the opportunity to turn in monies and pick up race items early to avoid delays on race day. Early Pick-up is September 24th from 4-7:30 p.m. at the Westside Baptist Church Family Life Center (10000 W. Newberry Road, Gainesville, 32606; www.westsidebaptist.org).

Business conducted at Early Pick-up includes:

1. Turning in offline donations to confirm breakfast reservation and/or unload all those checks and cash you've amassed. All offline donations must be accompanied by the attached **Team Captain Collection Form**. Teams that have raised a significant amount of offline money are encouraged to take advantage of Early Pick-up to avoid delays on race day.
 2. Turning in offline registrations and fees. *Early Pick-up is your last opportunity to submit offline registrations for the reduced pre-registration fees.*
 3. Picking up your team's shirts and breakfast tickets. Many runners/walkers prefer having their shirts prior to race day.
- Race Day: On race day, captains must
 1. Turn in outstanding offline donations using the **Team Captain Collection Form**. If you turned in a form at Early Pick-up, please mark "revised" on the new form and **do not** include monies already turned in.
 2. Turn in additional team registrations with \$25 day-of-race fee.
 3. Collect shirts and breakfast tickets not picked up early.

Miscellaneous Information

- ◆ Please share your ideas and successes for motivating your team with us. Also let us know if your employer is offering an internal prize. We'll pass the info. along to other captains who may find it helpful.
- ◆ Please don't hesitate to call your team captain recruiter (the person who contacted you) or race personnel with questions or tips. Contact race personal at moovingforkids2009@cox.net or (352) 224-0223.

Cut & paste paragraphs for emails, etc.

About Friends of Children . . .

Friends of Children of North Central Florida is a nonprofit 501c3 organization working to establish a group foster care campus in Alachua County that will provide a loving, stable home for abused, abandoned, and neglected children and sibling groups difficult to place in family foster care. FOC has acquired property for the home and has raised \$1.3 million towards the \$2.4 million endowment needed to break ground. Visit www.moovingforkids.com and www.focncf.org for more information.

Family Activities . . .

The Yerman 5K is a great place to bring the family for a brisk or leisurely morning walk. The route is stroller, wagon and Snugli friendly. There's also plenty for kids to do before, during and after the walk: games and prizes, art easels, face painting, clowns and balloon animals. The Chick-fil-A Cows will also be on hand challenging young walkers to contests and races.

How to Register . . .

Registering for the run/walk is easy. Use the link below or go to www.moovingforkids.com. When you get to appropriate screens, be sure to register "on a team" and choose _____ team in the drop down menu. Be sure to set up a fundraising page so you can email friends and family about the event and keep up with the money you've raised.