



FUNDRAISING TEAM CAPTAIN'S GUIDE

Thank you for volunteering to be a team captain for the 6th Annual Yerman Friends of Children 5K Run & Walk. Teams are the heart and soul of community fund raising events and their success depends largely on your efforts.

This guide provides tips for encouraging team spirit and fundraising and instructions for collecting team money. If at any time you have questions about team procedures, please contact us at moovingforkids2011@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 3 and 25 members. A team name is completely up to you. Creatively distinguishing your team members on race day often adds excitement and fun for the team, but is optional.

Team Awards

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

A reward 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 19.

How to Create and Manage a Team

Step 1: Set up your team online. Note: 5K registration is not required to participate on a team but someone – preferably the team captain-- must submit a paid registration and set up the team online IF you want to collect donations online. If you opt not to set up your team online, please email moovingforkids2011@cox.net with your team name, captain's name, and contact information so we can add you to our team mailing list.

Online set-up:

1. Decide on a team name.
2. Register for the 5K at www.moovingforkids.com.
3. Insert your team name when prompted at the end of the form, and "captain" after the team name.
4. Email Kelli Munn at tkgmunn@cox.net after setting up your team via steps 1-3 above and she will send you a link that can be used to collect donations online. Include your team name and phone number in the email.
5. Instruct your team members to also fill in the team name when registering.

Team members can raise money online via the link sent to team captains. Team links are unique and will direct donors to the Friends of Children's PayPal account where their credit/debit card donation will be recorded under the team's name. Team members should also use the link to make personal donations over and above their registration fee if they so desire. **Note: The movingforkids.com site is also set up to accept donations but gifts submitted there will not be credited to any team.**

Step II: Recruit Team Members

- ◆ Before contacting prospective team members, consider setting a fundraising goal and, if this is a work-related team, asking management to provide a prize if the team reaches its goal and/or for top team fundraisers (matching gift, afternoon off, catered lunch, etc).
- ◆ You know best how to encourage participation among your friends or colleagues, 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 email or social media. Be sure to send the movingforkids.com link in your email to encourage early registrations and build excitement about the 5K.

Suggested copy points for invitation email (also see attached cut and paste paragraphs at the end of this guide):

1. Provide a little info on the run/walk and the Friends of Children's goal (see attached paragraph).
 2. Let them know the event is a great place to bring the entire family (see attached paragraph).
 3. Remind them of your team goal and incentives (Chick-fil-A appreciation breakfast, prizes if available, etc.), company/organization competitors also raising money, etc.
 4. Urge them to register as soon as possible. Shirts are only guaranteed to those who register by September 15 and online registration closes September 21. They can also register offline by mailing in the registration form and fee. Inform them that \$15 of their registration fee will count towards the team's fundraising goal. **Remind them to insert the team name during registration.**
 5. Encourage them to fundraise online by sending the team link to friends and family via email or by posting it on their Facebook pages, and/or offline by using the forms found at the "Team Center" at movingforkids.com. Team members wishing to keep track of their online donations should ask donors to insert the team member's name in the "Team Member's Name" space before finalizing the donation in PayPal (see cut and paste paragraph below).
 6. Let them know that although walkers and runners must submit a paid registration, team members do not have to register to help raise money.
- Send follow-up, reminder emails noting team progress.

Step III: Cheerlead and manage team fundraising

Team captain responsibilities include:

- Encouraging and managing team fund raising. Unfortunately, team captains will not have access to online giving records for their team. If you need a report of team funds prior to Early Packet Pick-up (EPU) September 23, email Kelli Munn at tkgmunn@cox.net.
- Making breakfast reservation. **Appreciation breakfast reservations must be made via email to movingforkids2011@cox.net by September 19.** Include the number of tickets you will need (up to 25) and your projected offline total to be turned in at EPU. The team coordinator will verify eligibility by adding your offline projection, online donations, and registration credits and send you a confirmation email. Tickets can be picked up at EPU when you turn in your money.

NOTE: Breakfast cannot be guaranteed for teams that do not make a reservation by September 19, regardless of fundraising totals.

- Collecting and turning in offline donations at Early Packet Pick-up. Use the collection form posted at the "Team Center" to record offline donations and registration credits (\$15 per registered team member). Turn in the form and monies at EPU, at which time the team coordinator will verify your team total.

Other business taken care of at EPU might include:

- ❖ Turning in outstanding offline registrations and fees. *Early Pick-up is your last opportunity to submit offline registrations for the reduced pre-registration fees.*
- ❖ Picking up your team's race packets.

On run day, captains should also

- ❖ Turn in any outstanding offline donations. If you turned in a collection form at EPU, please write "revised" on the new form and do not include monies already turned in.
- ❖ Stick around for the awards ceremony. Did your team win?

Miscellaneous Information

- ◆ Please share your ideas and successes for motivating your team with us. Also let us know if your employer is offering an prize. We'll pass the info along to other captains who may find it helpful.
- ◆ Please don't hesitate to call the team coordinator or race personnel with questions or tips. Contact race personal at moovingforkids2011@cox.net or (352) 224-0223.

Cut & paste paragraphs for emails to team members, donors, etc.

About Friends of Children . . .

Friends of Children of North Central Florida is a nonprofit 501c3 organization working to establish a 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 campus and has raised \$1.9 million towards the \$2 million endowment needed to break ground. The group is incredibly close to reaching its goal and, with our help, could break ground in the coming year. FOC is a local charity. Every dollar raised will benefit children in North Central Florida. Visit www.moovingforkids.com and www.focncf.org for more information. Although we want to raise as much money as possible, if we raise \$500 we'll be treated to a Chick-fil-A breakfast after the 5K.

Family activities . . .

The Yerman 5K is a great place to bring the family for a brisk or leisurely morning walk. 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 providing all kinds of mischief and fun.

How to register and raise funds online . . .

Registering for the run/walk is easy by going to www.moovingforkids.com. When you get to the appropriate screen, insert our team name: "team name." Let me know when you've registered and I'll send you our team fundraising link.

Fundraise online by sending friends and family our team link which will record their credit/debit card donation under our team name (via PayPal). If you'd like donations recorded under your name, ask your donors to insert your name at the "Team Member's Name" window in PayPal.