**TEAM CAPTAIN GUIDE CT-NORWALK**

**2019 IMPORTANT DATES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Details</th>
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<tbody>
<tr>
<td><strong>October 11, 2019 - Team Sign Deadline</strong></td>
<td>Teams who raise $1,000 or more by October 11 will receive a custom team sign.</td>
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<tr>
<td><strong>Walk Day!!!</strong></td>
<td>Enjoy your efforts as a team captain! You and your team will have a fantastic day walking with other who are impacted by lupus. Festivities include a Zumba warmup, face painting, music and refreshments. Follow us on Facebook for the latest walk updates at <a href="http://www.facebook.com/lupusnortheast">www.facebook.com/lupusnortheast</a> and visit the walk website at <a href="http://walktoendlupus.org/ctnorwalk">http://walktoendlupus.org/ctnorwalk</a>.</td>
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<td><strong>Sunday, October 20, 2019</strong></td>
<td>2:00 PM Reg. &amp; Check-in Begin 2:45 PM Opening Ceremonies 3:00 PM Walk Begins</td>
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<td>Calf Pasture Beach Calf Pasture Beach Road Norwalk, CT 06851</td>
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<tr>
<td><strong>November 29, 2019 - Fundraising Deadline</strong></td>
<td>Registered walkers who submit their donations by November 29 will earn fundraising incentives. The prize levels begin at $250. View the prizes here.</td>
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Welcome
Thank you for taking the lead as a Team Captain for *Walk to End Lupus Now*® (WTELN). By leading a team, you are helping to fulfill the Lupus Foundation of America’s vision of a life free of lupus. As a team captain, you’ll build team spirit, develop leadership skills, promote health and wellness, and offer your friends and family a fun way to support an important cause.

About the Lupus Foundation of America
The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, one of the world’s cruelest, most unpredictable and devastating diseases, while giving caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education, and advocacy, we lead the fight to improve the quality of life for all people affected by lupus.

We focus our efforts on three disease-specific goals: reduce the time to diagnosis; ensure people with lupus have an arsenal of safe and effective treatments, and expand direct services to increase access to treatment and care.

As a team captain, you are a part of a grassroots network of 500,000 supporters and advocates from around the world working together to fulfill our vision of a life free of lupus. Learn more about the important health initiatives and research programs that you help fund by visiting [lupus.org](http://lupus.org).

Walk to End Lupus Now®
Our *Walk to End Lupus Now* events are conducted nationwide by the Lupus Foundation of America and its national network to raise money for lupus research, increase awareness of lupus, and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with the Lupus Foundation of America and walk with one unified purpose—**to end lupus**.

*Walk to End Lupus Now* events are noncompetitive and anyone can participate. Corporations, families, organizations and school groups build teams of fundraising participants. Participants raise funds by asking friends, relatives and co-workers to donate to their fundraising efforts.
Roles and Registration Levels

Everyone can participate and help end lupus!

**Team Captain:** Rallying your friends and family around solving the cruel mystery of lupus is an important job and a valuable leadership opportunity. As a Team Captain, your job is to recruit and inspire your teammates to maximize their fundraising during the campaign. Team captains have full access to team reports and the team roster in the online fundraising center. Team captains receive special email communications from the LFA.

**Co-Captain:** A team captain can designate up to 5 official co-captains. The designated co-captains have the same access as captains to the team information online and will receive all team captain communication from the LFA. Co-captains help the captain motivate the team, recruit team members, and engage new donors.

**Trailblazer:** Any walker can register as a “Trailblazer” online. Registering as a trailblazer signifies that the walker intends to raise $1,000 or more.

**Walker:** Most of your team members will register as “walkers” which signifies they intend to walk with your group. There is no fee associated with registration and no fundraising minimum, but registered walkers who raise at least $100 under their personal fundraising page will receive the official walk t-shirt and may qualify for other recognition prizes as they exceed their goal.

**Virtual Walker:** If a team member cannot attend the walk (they live far away, aren’t physically able, etc.), they can register as a “virtual walker”. They can walk in their neighborhood, walk another day, or perform an act of kindness in the spirit of the walk. Virtual walkers have full access to the website, can personal their fundraising page, and earn rewards as they fundraiser. Virtual walkers will receive special communications highlighting special incentives!

**Volunteer:** Volunteers give their time to help execute walk day needs. Volunteers may help with registration, hand out t-shirts, staff the walk route, and many other activities. Volunteers may register for the walk and join your team if they would like to fundraise, but volunteers must also register using the volunteer button on the website.

**Donor:** Anyone who gives a monetary gift to help you reach your personal and team fundraising efforts.

Team Basics

Work with your Walk to End Lupus Now® local walk contact to help you plan your fundraising campaign. The first step is to get your core team together.

- **Pick a team name** that is meaningful to you and your team members. Are you walking as a lupus warrior? Are you walking in honor or in memory of a loved one? Are you walking with your company? Your team name should reflect your group.
- **Register for the walk** at walktoendlupus.org/ctnorwalk
- **Use your fundraising center** to update your team & personal pages with photos and your personal story. Personalized pages get a larger response than generic ones.
- **Set goals!** Teams come in all sizes but we suggest a goal of 10 team members. The more team members you have, the easier it will be to fundraise.
- **When choosing a fundraising goal,** choose a goal that is realistic yet ambitious so you have something to attain. Most teams start with a goal of $1,000. Teams who reach $1,000 a week before the walk are recognized with a custom team sign!
- **When you reach your goal, raise it!** Keep going and you’ll find that people will rally around your cause.
- **Ask!** When asked, most people will give. Your friends, family, and colleagues want you to succeed. To have a successful team, you need to ask for support.
Building Support

*Use these easy tips to secure team members and donors.*

- **Make a personal donation.** When you give to the cause, others will see your commitment.
- **Communication is key!** Use email, snail mail, social media, the phone and face-to-face communication to ask for support and keep your team connected.
- **Start with your inner circle.** Your family and close friends are most likely to join your team and donate. Ask them first.
- From your inner circle, **recruit a co-captain.** They can help expand your network.
- Expand your circle to co-workers, colleagues, acquaintances, and classmates.
- Reach out to your **extended network** – professional groups, faith-based groups, or your book club.
- **Ask your team members to fundraise and recruit.** Each registered walker who raises a minimum of $100 will earn the WTELN t-shirt.
- **Make it fun!** Put out a challenge to your team members. For example, the person who raises the most money wins something special. It doesn’t have to cost you much – homemade cupcakes, a silly crown, or a low-cost gift card can be fun incentives.

Communication Tips

*Stay on message and keep your eye on the prize!*

- Use the fundraising center and the **WTELN app** (for Apple or android) for easy communication tracking your progress.
- **Share your links.** The app makes it easy to share your links. Personalize your URL in the fundraising center or contact LFA for help.
- **Get personal.** Talk about why you support the LFA. Share your personal connection to lupus on your fundraising page, in email, and on social media.
- **Share the LFA’s mission.** Highlight our important work so your team members know where their money goes. Post a lupus fact on your social media or share an important research or education program.
- **Build excitement!** Celebrate your “wins” by telling everyone when you reached the halfway point to your goal or a team member did something fantastic. Take photos of you and your team members planning a walk event or making a team poster.
- **Host a pre-walk get together.** A bagel brunch, potluck, back yard BBQ, or happy hour can help build excitement and support for your team.
- **Don’t forget about snail mail.** There’s a constant stream of email and social media and it is easy to overlook, but a handwritten note or personal letter can stand out.
- **Be persistent!** Your potential supporters are hit with a flurry of communications every day. Send a follow-up email or make a phone call to get them to commit to supporting your walk efforts.
- Send **thank you notes** to team members and donors. It goes a long way!
Turning “No” into “Yes”!
Asking for money can be difficult, so we’re sharing this cheat sheet to help you address challenges. While most people will say “yes”, this outline will help you overcome objections.

“I’ll walk, but do I have to register?”
“Thank you for your support! It’s best to register. You’ll qualify for a t-shirt if you raise $100 and other incentives. You’ll also get your own walk page that you can personalize and share. It’s also important to the LFA so they know how many people to expect at the walk.”

“I can’t join the team. I’m busy that day.”
“You can join as a Virtual Walker. It’s a great new program from the LFA so you can be part of the team, fundraise, and qualify for prizes. It’s really easy to get started. I’ll help you sign up.”

“I walked/donated last year.”
“Thank you! You’ve been very generous. Ending lupus is a big endeavor, and while we made gains in the past year, we have a lot more to do and can’t stop now. The Lupus Foundation has many exciting initiatives like the Experts Series that connects those with lupus across the country to the latest advances in the disease and an adult stem cell trial that needs $3.8 million in funding. Will you continue your support?”

“I don’t like walking or really any kind of group activity.”
“Will you make a donation? It’s really important to me that we reach our goal. The funds raised are invested in program that help people with lupus now while also funding smart research to bring us closer to new treatments.”

“I don’t use computers.”
“No problem! You can give me cash or write a check to the Lupus Foundation of America. I have a donation form right here.”
Or “No problem! You can register using this form or we can call the Lupus Foundation of America office and they can get you registered over the phone.”

“I only give to reputable organizations.”
“Perfect! The Lupus Foundation of America invests donor money wisely and has been around since 1977. The organization is fully transparent. You can view their financials at www.lupus.org.”

“I don’t have any money.”
“Donations of any amount add up quickly. I’m brown bagging my lunch this week and donating what I would normally spend to my walk efforts.”

Or “Participation is welcome at any level. You can volunteer at the walk and help make the day a success!”

Sometimes, you can’t turn a “no” into a “yes”, but it never hurts to try! Don’t get discouraged. Once you start asking, you’ll be surprised by the generous outpouring of support you will receive.
Corporate Support

Corporations are a fantastic source for your fundraising efforts. Here are some easy tips:

- **Double your money with matching gifts.** Ask your employer, your team members, and your donors about matching gifts. Many large and mid-size companies offer generous matching gift programs and the requirement is usually filling out a simple form.
- If your company matches your gifts, help your co-workers fill out the forms and get the donations matched.
- Contact your employer about corporate philanthropy programs. Start with your human resources representative. Many companies support charitable organizations. They may support the walk with a sponsorship or start a team within the company.
- Inquire about **volunteer hours.** Some companies will match your volunteer hours with a donation to the LFA.
- **Don’t forget about your team members.** Ask them to research corporate giving at their companies.
- **Host a corporate education event.** The Lupus Foundation can provide free on-site health education at your company to promote employee wellness. Reach out to your walk contact for details.

Recognition

The Lupus Foundation of America appreciates the efforts and accomplishments of each individual who participates. We acknowledge and recognize our teams and walkers. Teams who raise a minimum of $1,000 qualify for a custom team sign (funds must be in a week before the walk to receive team sign). **Teams who reach $5,000 will receive special recognition!**

**Team Members** who raise $100* become members of **Club 100** and receive the commemorative **Walk to End Lupus Now** t-shirt. Raise $1,000, and you’ll receive the **Walk to End Lupus Now** medal. Check out our website at walktoendlupus.org/ctnorwalk for details on more awesome incentives or reach out to your local walk contact.
Making the Most of Walk Day

You worked hard. Here are tips to enjoy walk day:

- Make a plan and communicate it to your team. Choose your meeting spot and time. Approximately one week prior to the walk you will get an email with a site map to assist you. Avoid meeting at the registration tent as it is very busy on walk day.

- Arrive early! Plan on arriving at least 30 minutes prior to the start of the walk. This will give you time to turn in your funds, pick up your t-shirt and medal (if applicable), visit sponsors booths, get a snack, and enjoy the walk day festivities. In general, festivities begin approximately 90 minutes before the walk starts.

- Make it meaningful. “I Walk” signs are available at each location so you can walk for someone special.

- Get educated. Stop by the Lupus Foundation of America tent and pick up lupus educational materials.

Post-Walk Wrap Up

You worked hard. Here are tips to enjoy walk day:

- Send a thank you note to your donors and team members. Email, personal notes, postcards, or photos - there are many great ways to say “thanks”. A little goes a long way.

- Follow-up on donations. The fundraising program closes for each walk site between 4 - 6 weeks following the event. You and your teammates can continue to qualify for prizes until the fundraising deadline.

- Wrap up matching gift applications. Post walk, while your team members and donors are inspired, send a P.S. in your communications with a final ask about matching gifts.

- Give us your feedback. We want to hear from you. Fill out the post-walk survey and help improve the walk experience.

- Stay connected. The fight against lupus is a year-round effort. Work with your local Lupus Foundation of America contact to learn about volunteer opportunities and upcoming events in your area.

- Pat yourself on the back! You did an amazing job and you should be proud. Because of team captains like you, we’re a little closer to ending lupus.

CT-Norwalk Walk Contact

For help with your team, corporate sponsorship information, or questions, please contact Antonella Leone-Giamei, Fundraising & Development Manager at leone-giamei@lupus.org or 203-399-7305.

Visit the Walk to End Lupus Now website at walktoendlupus.org/ctnorwalk.
Toolkit for Success
Use the links below to access valuable resources for your team.

- **Fundraising Center.** Login on the upper right hand corner of the walk website at walktoendlupus.org/ctnorwalk.
- **Download the Walk to End Lupus Now® app** from the Apple store or Google Play.
- **Offline donation form.** Use this form to collect cash and checks. Turn in your donations on walk day or mail to the address listed. (See copy attached at the end of this guide.)
- **Get the facts!** Use these facts about lupus, LFA’s research accomplishments, and visit the National Resource Center on Lupus to access our education and support programs.
- **Sample communications.** Modify these emails and texts to communicate with your team members and potential donors.
- **Fundraising ideas.** From A to Z, you’ll find inspiration for fabulous FUN-raisers!
- **Walk to End Lupus Now video.** Share this video to rally your team and know what to expect on walk day.
- **View our Power Hours!** “Ten Tips for Team Success” and “7 Days to Fundraising Success” These video tutorials provide advice from current team captains and fundraisers.
- **Media toolkit.** Leverage local media to share your story.
- For more tools including social media images and walk posters, visit the “tools and tips” page.

*Samples of our social media images you can share.*