

## TEAM CAPTAIN GUIDE FOR CORPORATE TEAM FUNDRAISING

We are so glad you decided to join us as a Corporate Team Captain for *Walk to End Lupus Now*<sup>TM</sup>. Forming a corporate team is a great way to support the Lupus Foundation of America's mission while also building camaraderie, developing leadership skills, promoting health and wellness and offering employees a fun way to support a good cause. It is also a great way to raise the visibility of your company in the community.

We encourage you to invite as many people as possible to join in the fun. Friends and family members of co-workers are encouraged to join the team as well. Bigger teams are not just more fun, but they also fundraise more effectively. When you have more team members, your fundraising potential is even higher because more people are fundraising toward a common goal. You're all in it together. Set a goal of recruiting at least 10 fundraising members to your team.

As a Corporate Team Captain, you play a large role in your team's success. It is an important job, and we are here to help you make sure your team is successful and has a rewarding experience!

### **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.

### **Your Role as Corporate Team Captain**

A successful team needs a strong captain. Serving as a team captain and rallying your company around solving the cruel mystery of lupus is an important job and a valuable leadership experience. As a Team Captain, your job is to inspire teammates to maximize their fundraising during the campaign.

You are responsible for recruiting and motivating your team. Communicate clearly with your team members and let them know exactly what you need them to do to reach your company's fundraising goal.

If you have initiated your company's involvement with *Walk to End Lupus Now*, it is important to secure senior management's support to help launch a company-wide campaign. Support from leadership will make your work even more effective.

### **Step-by-Step to a Great Campaign**

The step-by-step information in this guide will help you execute a great *Walk to End Lupus Now* campaign. Make your job easier by managing your team online at [walktoendlupus.org](http://walktoendlupus.org). Contact our *Walk to End Lupus Now* fundraising experts for ideas, direction or support.



## Let's Get Organized

Work with your Walk Manager to help you plan your fundraising campaign. The first step is to get your core team together.

- Meet with your Walk Manager and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources and next steps
- Engage your top level executives and establish the support of leadership and managers
- Set up your team fundraising page on [walktoendlupus.org](http://walktoendlupus.org)
- Check with your Human Resource department for more information about your company's matching gift program
- Encourage leadership to send an email to the employee base announcing the campaign, the fundraising goal and soliciting additional co-captains. Strive to recruit one co-captain for every 50 employees. Recruit from every department, every shift, every location and line of business
- Work with your Walk manager to schedule a co-captain training. Encourage each co-captain to recruit 10 fundraising participants
- Ask company suppliers and local businesses to support the team or walk with you
- Make sure to encourage employees' families to join their team as well

## Plan

### 3 Months Before Walk Day

- Host an employee kickoff to recruit team members and build momentum. Ask your top level executives to attend and encourage employees to register online and start fundraising. Announce incentives and provide matching gift instructions
- Contact your public relations or marketing team for help promoting the event
- Promote *Walk to End Lupus Now* on your company's Facebook page. Share a team photo, your goal and instructions for people to register or support the team
- Post information about the team with your contact info in the break room, kitchen and other common areas
- Send updates every few weeks to celebrate the team's progress and online registration
- Arrange for fun incentives to motivate the team, like a free lunch, jeans day or an extra vacation day for top fundraisers. Be creative!

## Fundraise

### 2 Months Before Walk Day

# WALK TO END LUPUS NOW™

Encourage fundraising – meet with your co-captains and the entire team to gauge progress and share successful tactics. Make it fun with lunchtime fundraising events and encourage departments to challenge each other.

- Coach your team members on how to raise \$250. Encourage them to raise \$250 in 10 days by asking 10 people for \$25. Remind them to utilize their social media to fundraise and the great incentives they will earn
- Utilize your company's email, message boards and intranet, newsletters and staff meetings to encourage online fundraising
- Check in with co-captains and team members twice a month. Encourage fundraising and celebrate mini-milestones with companywide emails. Update on progress of the team and make it a daily or weekly competition. Give a prize to the most successful fundraiser each day or week
- Update your team webpage with success stories and progress

## **One Month Before Walk Day**

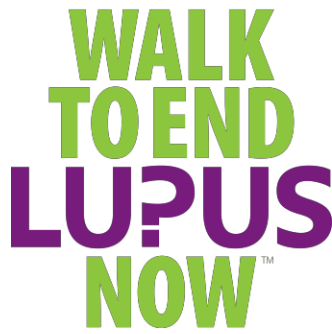
- Schedule a call with your Walk Manager to review results to date and strategize other fundraising opportunities
- Send a save-the-date message to everyone in the company, encourage registration and fundraising
- Announce fundraising progress and remind the team of the company's goal
- Renew efforts to secure company suppliers and local businesses to support the team
- Invite top level executives to attend the Walk

## **Leading Up to Walk Day**

- Assess fundraising efforts and strategize on last minutes fundraising efforts
- Confirm when co-captains will arrive and what they will bring (signs, shirts)
- Check the weather and let Team Members know if they should prepare for sun or rain
- Email and post when and where team members will meet and how to turn in any cash or check donations
- Talk to your Walk Manager about capturing photos of your Corporate Team for post-walk promotion

## **After the Walk**

- Send thank you to all co-captains, Team Members, donors and vendors with the results and thank them for their personal fundraising efforts
- Encourage Team Members to send a follow-up email to those who didn't donate, share the walk experience and provide them one more chance to donate
- Collect and turn in all outstanding pledges and matching gift forms
- Encourage team members to complete the post-walk survey sent by the LFA



— Host a post walk meeting with Team Members and co-captains to secure their support for next year

### **Recognition**

The Lupus Foundation of America appreciates the efforts and accomplishments of each individual who participates. We acknowledge and recognize our teams and participants.

When your team achieves fundraising benchmarks, you are presented with a team sign that you can display at the walk and a team tent to gather your Team Members. Check with your local staff on these financial benchmarks and benefits for your Walk.

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 Lupus Warrior medal. Check out our website at [walktoendlupus.org](http://walktoendlupus.org) for details on more great incentives.

### **Partnership Opportunities**

Corporate sponsors are key to the success of *Walk to End Lupus Now*. Each year, major corporations, local companies and small businesses across the country sign on as sponsors of *Walk to End Lupus Now*. By doing so, they provide support and help engage their employees to raise awareness and funds for the Lupus Foundation of America.

The relationship between the Lupus Foundation of America and the businesses that choose to support us is mutually beneficial. We provide marketing benefits, recognition opportunities and help spotlight the good work our corporate sponsors are doing for the community. To learn more about our sponsorship opportunities, please contact your local LFA staff.

### **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 cruellest, 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. You can learn more about the Lupus Foundation of America's programs and services by visiting [lupus.org](http://lupus.org).

### **About Lupus**

Lupus is one of the cruellest, most mysterious diseases on earth—an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with and a challenge to treat.



### Did You Know?

- An estimated 1.5 million Americans have lupus and ninety percent of the people with lupus are women; however, men and children also develop the disease.
- Research shows that nearly two-thirds of all Americans know little or nothing about lupus beyond the name.
- Despite the widespread prevalence of lupus, research has remained underfunded relative to its scope and devastation.
- Lupus is two to three times more common among African Americans, Hispanics/Latinos, Native American, and Asians – a disparity that remains unexplained.
- More than half of the people with lupus suffer four or more years and visit three or more doctors before receiving a correct diagnosis.

### About the Lupus Foundation of America, North Carolina Chapter

The Lupus Foundation of America, North Carolina Chapter (LFANC) is part of a national force devoted to solving the cruel mystery of lupus while providing caring support to those who suffer from its brutal impact. Serving an estimated 53,000 living with lupus in North Carolina, the chapter is the center of excellence for those affected by lupus, bridging patients, their families, caregivers, and the medical community.

### Contact Us

Lupus Foundation of America, North Carolina Chapter

2820 Selwyn Avenue - #701

Charlotte, NC 28209

Phone: (704) 716-5640

Website: <http://www.lupusNC.org>

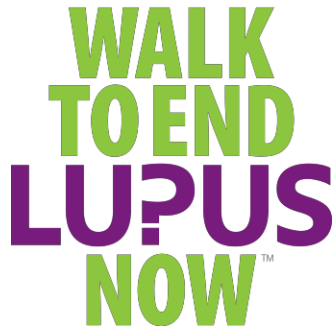
Email: [info@lupusnc.org](mailto:info@lupusnc.org)

Facebook: <https://www.facebook.com/LupusNC>

Twitter: <https://twitter.com/LupusNC>

Instagram: <http://instagram.com/lupusnc>

If you have any questions or need further assistance with your fundraising efforts, please contact <mailto:info@lupusnc.org> or 704-716-5640 option 1.



## FUNDRAISING IDEAS

In addition to online fundraising, you can fundraise in other ways:

**Team Events:** There are endless opportunities to turn your resources, contacts, skills, and interests into ways to raise money for your team. In addition to raising more money, creative fundraising ideas like these can build team spirit.

- Theme Parties
- Dress-Down Days
- Garage Sales
- Bake/Book Sales
- Car Wash
- Candy Sales
- Brown Bag Days
- Auctions
- Softball/Bowling
- Guest Bartending
- Bingo Night
- Potluck Dinner
- Wine Tasting
- 50/50
- Raffles
- Brown Bag Days
- Pancake Breakfast
- Club Donations
- Curse Jar
- Chili Cook off
- Payroll deduction

### Engage Your Community

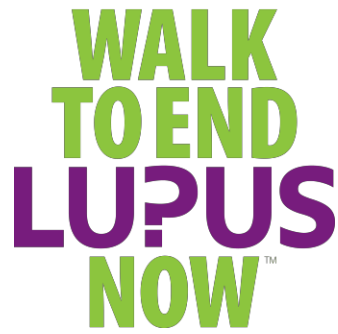
- Place an advertisement in your Church bulletin sharing your participation with the congregation
- Ask a local store manager what the “hot item” is these days and then ask them if they would be willing to donate a percentage of the sales from that particular item to the Lupus Foundation of America
- Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges
- Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the patrons. All proceeds benefit the Lupus Foundation of America and your fundraising efforts toward the Walk
- See other ways to fundraising ideas in the A-Z Fundraising Ideas Guide

### Internal Incentives

Develop creative internal incentives to reward team members who reach certain fundraising levels. Company t-shirt, extra vacation day, lunch with the boss, name included in a drawing or prime parking. Communicate these incentives often.

### Matching Gifts





Remind your team members and donors to submit matching gift forms or volunteer hour forms to their company—an easy way to double your fundraising dollars.

**Competitions**

Get departments, shifts or your different locations within your company to compete with one another with fundraising campaigns. Report progress frequently to create a fun competition and offer prizes for the top fundraisers.

**Social Media Outreach**

Share your story and participation through Facebook, increase awareness with Twitter. Highlight your involvement on your LinkedIn profile.



## Fundraising Worksheet

Use this handy worksheet to determine your fundraising.

**Team Member Goal** - # of people (co-workers, department leaders, shift leaders family, friends, neighbors, classmates, fellow group members, etc.) to join your team = \_\_\_\_\_ (number of participants). List who you plan to recruit to join your team

_____	_____	_____
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# \_\_\_\_\_ Team Members X \$250.00 participant goal (national average) = \$ \_\_\_\_\_

**Personal Donation/Executive Challenge** - Challenge others to match your personal donation. Encourage your executives to donate and challenge the other executives to match the donation.

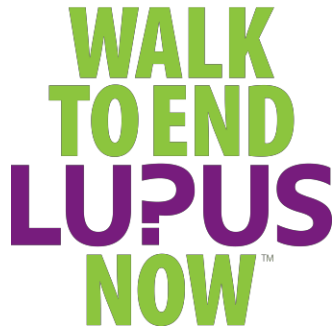
What will be the challenge amount? \_\_\_\_\_ X challengers # \_\_\_\_\_ = \$ \_\_\_\_\_

**Fundraising Events** - Pick two or three high-yielding events to get the campaign started and use these events to register more participants for your team.

1. Event \_\_\_\_\_ Goal \$ \_\_\_\_\_

2. Event \_\_\_\_\_ Goal \$ \_\_\_\_\_





**Vendor Campaign** - Access your company's vendors. It is an effective and easy way to build support for your team's fundraising goal. Speak with your boss or personnel who work with your company vendors (CFO, accounts payable, etc.) about participating. The person that works directly with the vendors writes letters to the companies whose services you utilize every day (Example: printing, car rental, leasing agent, telephone service provider, accountant, insurance broker, attorney, etc.). We have sample letters to get started.

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**Matching Gifts/Volunteer Grants** - Hundreds of companies throughout the nation have a matching gift program to augment their employees' charitable and volunteer efforts. Check with your employer to see if matching gifts/volunteer grants are available.

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<b>Total Team Goal:</b>	<b>Team Member Goals</b>	\$ _____
	<b>Personal Challenge</b>	\$ _____
	<b>Executive Challenge</b>	\$ _____
	<b>Events</b>	\$ _____
	<b>Vendor Campaign</b>	\$ _____
	<b>Matching Gifts</b>	\$ _____
	<b>TOTAL GOAL</b>	\$ _____