



Dear Friend,

On behalf of all Easter Seals clients, **THANK YOU** for joining the Stamford *Easter Seals Connecticut Walk With Me!* We truly appreciate your dedication and commitment to raising funds for people both young and old living with disabilities or special needs in your community.

So are you ready to walk the walk? In your 2006 TEAM Captain's handbook you'll find tips on how to fundraise, recruit, and start your very own *Walk With Me* Team! Plus you can create your own web page just by visiting www.walkwithme.org

Did you know by forming a *Walk With Me* team, not only are you going to lead your friends, family and co-workers on a walk of fitness and fun through Stamford Museum and Nature Center, you are making a difference in the lives of people living with disabilities in Connecticut.

**Please remember every step does count.
You Can Make A Difference...You Already Have!**

Thank you again for joining us on Sunday, October 15, 2006. If you have any questions please don't hesitate to contact Vanessa Bertrand at 1-888-673-3443, Ext. 110 or e-mail vbertrand@eastersealsct.org. For Public Relations & Web Questions contact: Tom Simmons 1-888-673-3443, Ext. 108 or tsimmons@eastersealsct.org



Team Captain's Kit Includes:
How Do I Get Started
Fundraising Tip Strategies
Recruitment Tip Strategies
How to Create a Web Page
Team Tracking Tool
Appointment & Material Order Form
Spotlight on Ambassadors
Tell Us Why You Walk?
Fact Sheet
Save the Date
Sponsorship Proposal
2006 Sponsors



CVS/pharmacy

Century 21

QUIXTAR

Every Step Counts...
Step by step..How to create a 'WALK WITH ME' web page



1. Go to <http://www.walkwithme.org> click **Connecticut** on the Event Finder locator. Scroll down the Connecticut page and select the **Stamford** event.
2. At the top of the Walk With Me page click **Create a New Team or Register as an Individual**. Follow the six steps to name your team, set goals, enter passwords, list yourself as Captain and make your own gift.
3. After you create your team, you'll receive a welcome email with details on your Honorary Ambassador, user name and password, as well as a link to your **Participant Center**. From the Participant Center you can email friends and family to support you (described below) as well as edit your personal and team web pages. Some of the copy and photos on these pages are generic by default, but can be personalized by adding your own material including pictures and corporate logos. Then ask your family, friends and co-workers to join your team as follows:
4. Use your page on **My Participant Center** to send e-mails. Message Templates are provided. Use e-mails to recruit new team members, or send news to current members. There are also directions on how to upload existing address books from your current email software.
5. Place **Walk With Me** posters at strategic locations in your workplace. Distribute brochures to your friends and associates. Tell them your team name, and that they can support you online or join your team at www.walkwithme.org in about a minute or two of their time!
6. For brochures, posters, e-mail templates and other assistance contact Lindsay Silver at (860) 673-3443, Ext.114 or email lsilver@eastersealsct.org.

How do I get Started?



4 Simple Ways



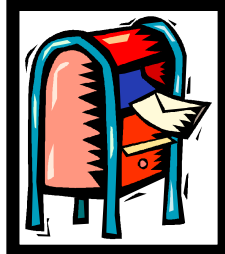
Online:

Register online at www.walkwithme.org



Fax:

Fax your registration form to
(860) 859-4156 Attention: Vanessa Bertrand



Mail:

Mail your form to:
Easter Seals Connecticut-Rhode Island
Att: Walk With Me
24 Stott Ave
Norwich, CT 06360



Call:

Register by calling us at 1-888-673-3443. Please have your teammates register individually with us.

Don't forget... We're always here to help.

Ask everyone you know to register and Walk on your TEAM....

Registering Your Team:

- All team members **MUST** register individually by using one of the four steps above. Each registrant must include your team name.
- After registration, each team member will receive their own starter kit, which includes their Walk With Me donation envelopes, and tip sheets.
- Incentive prizes are not cumulative and will be awarded on an individual basis.

*Did you know...
One in every 5 Americans is affected by a disability.*

Fundraising Tips:

Do an email/letter writing campaign inviting friends, family, and co-workers to support you.



Sell Easter Seals *Angel of Change Hang Tags*, Easter Seals Window Decals, and Easter Seals Wristbands.

Matching Gift Program!
You can double your pledges with Matching Gifts dollar for dollar
**see your HR department*



Change Makes Cent's
Fill a change jar, ask co-workers to donate their spare change. You will be surprised at how fast it fills up.



Candy Sale, Bake Sale,
Flower Sale, Cookie Sale



Tips and Tricks:

Remember small events can raise awareness about Easter Seals and increase your team fundraising efforts. Challenge another department, branch, or even an industry competitor to join your team. This is a great way to bring colleagues and management together for a common goal and increase company morale while raising funds to improve the lives of people living with disabilities.

NEED MORE FUNDRAISING IDEAS?...

Call the Easter Seals Office at 1-888-673-3443

Or visit

www.ct.easterseals.com

*Did you know ...
More than 54 million Americans have a disability*

RECRUITMENT STRATEGIES:



Recruitment:

- ❖ **Set a goal. Teams should be comprised of 10 or more people, but not limited to.**
- ❖ Make a list of possible team members from everyone you know: friends, family, colleagues, acquaintances at the gym, hairstylists, etc. And then ask them to join your team.
- ❖ Secure support from top executives at your company. Recruit department supervisors to create friendly challenges and competitions.
- ❖ Use company newsletters, email, bulletin boards, etc. to advertise your recruitment efforts. Friends and Family Teams can use church/temple bulletins, post cards, and email updates.
- ❖ Check the website for an updated team roster to track recruitment efforts (*notify our office of any discrepancies*).
- ❖ Send out a reminder email or call team members to remind them about Walk With Me start time and directions.
- ❖ Create your own web page by going to www.walkwithme.org.



Raising Money:

- ❖ Personalize the cause. Is your team walking on behalf of someone with a disability? Share their story and tell your potential donor how they can help.
- ❖ **Be sure each team member collects individual contributions. (Reminder: Team and Individual incentives will be available at the event.)**
- ❖ Ask every donor if their company has a Matching Gift Program. You can double your pledges with Matching Gifts! Not sure if your own company has a Matching Gift Program? Ask your Human Resources Department; many companies match employee's donations **dollar-for-dollar**.
- ❖ Provide team members with sample fundraising letters and email ideas.



Communication and Goal Setting:

- ❖ **Set and communicate your team's recruitment and fundraising goals with all team members.**
- ❖ Communicate by phone or email with your team on a regular basis. Include Team recruiting and fundraising goals and progression.
- ❖ Challenge your team to reach team and individual prize levels- there are lots of great prizes.

Did you know ...

If you raise \$52 you can help a family receive a day of inclusive child care



Walk With Me Sponsors:

Premiere Sponsor



Presenting Sponsor



Founding Sponsor:



Media Sponsors:



Presented Locally By:





Team Tracking Tool:

Your team tracking tool will enable you to keep track of your team's important information. Please, be sure to enter this data online at www.walkwithme.org. Remember, **all team** donations can be viewed on **your own team web page!**

Team Name _____

<i>Participant's Name</i>	<i>Address</i>	<i>Phone Number</i>	<i>Email</i>	<i>T-Shirt* Size</i>	<i>Goal</i>	<i>Funds Turned-In</i>

** Remember \$100 individual contribution to receive an official Walk With Me t-shirt.*

**Questions? Suggestions?
Call Easter Seals Connecticut-Rhode Island
860-859-4148 or 1-888-673-3443**

***Did you know ...
Only 29% of adults with disabilities work full or part time jobs***



TELL US WHY YOU WALK THE WALK?

Easter Seals would like to know why *you WALK With ME?* Is it because you know someone involved in an Easter Seals program or because you recognize the importance of supporting adults and children with disabilities in your community?

Tell us why you want to make a difference in lives of so many people living with disabilities in Connecticut.

Please fill out this short form and mail, fax, or email to Lindsay Silver at lsilver@eastersealsct.org and tell us your story. Your story can be the reason a friend or neighbor decides to *Walk With Me* & you in October!

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Phone Number:(Day) _____ (Evening) _____

Please be sure to mention the Easter Seals program you have experienced.

I the undersigned, hereby give Easter Seals permission to use any likeness of me or my name in any media.

Signature: _____ Date: _____

**Please mail or fax (860) 859-4156 this form back to Easter Seals Connecticut-Rhode Island,
Att: Lindsay Silver, 24 Stott Avenue, Norwich, CT 06360**



***Appointment & Material Order Form:
You need Walk With Me supplies? We have them!***

**Fill out the form and fax to (860) 859-4156 att: Vanessa Bertrand or
Mail to Easter Seals Connecticut-Rhode Island, 24 Stott Ave, Norwich, CT 06360**

<i>Team Captain's Name:</i>	<i>Team Name:</i>
<i>Name:</i>	
<i>Address:</i>	
<i>Phone number:</i>	
<i>Email:</i>	

<u>Materials Needed:</u>	<u>Quantity Needed:</u>
<i>Walk With Me Posters</i>	_____
<i>Walk With Me Brochures</i>	_____
<i>Walk With Me Buttons</i>	_____
<i>Angel of Change– hang tag promotion</i>	_____
<i>Easter Seals Wristbands</i>	_____
<i>Brochure Holders</i>	_____
<i>Fundraising Tip Sheets</i>	_____
<i>Easter Seals Collection Cans</i>	_____
<i>List of Volunteer Schedule and Opportunities</i>	_____

____ ***Yes! I would like a Walk With Me staff member to contact me about setting my team's Walk With Me goal.***

____ ***Yes! I would like a representative from Easter Seals to speak to my company about sponsorship opportunities.***

____ ***Yes! I would like a representative from Easter Seals to speak to my civic organization about Walk With Me!***

Please circle: Best time to reach me: M-T-W-TH-F Time of Day: _____
Contact Number: _____



Sample Email Campaign



Dear (Name):

I am walking in the 1st Annual Easter Seals Walk With Me in Fairfield County on October 15, 2006. I will be participating in this event to help raise money for Easter Seals Connecticut-Rhode Island. Easter Seals is an organization that creates solutions that change the lives of children and adults with disabilities or special needs, their families, and communities.

If you would like to sponsor my efforts to help thousands of people, please send your donation to *(your address and information)*.

Thank you for your support.



Ariel Powell's Letter Writing Campaign:

Dear Friends and Family,

My name is Ariel Powell and I am 12 years old. I was born at 24 weeks weighing 1 pound 7 ounces. I have cerebral palsy and I am developmentally delayed and cannot walk.

At age 9 my mother let me go to Camp Hemlocks, which is a program of Easter Seals, for a weekend, and from that point on I have been going to camp every summer. I love the indoor pool, the day trips and most of all, all the new friends I meet every year. I look forward to that one week and so does my Mom. Camp Hemlocks has provided financial support each year, which is a blessing because without their support I would not be able to attend camp.

This is why it is so important to us that we support events such as Easter Seals Walk With Me. I ask that you consider a donation to Easter Seals Connecticut-Rhode Island to assist me in reaching my goal of *(insert your goal here)*.

Thank you for your support! As my Mom says, "have faith and believe in yourself and that will take you a long way in life."

Sincerely,
Ariel Powell



***Did you know...
Nearly 4 million school children are disabled***



Walk With Me Registration Form:

**Fill out form and fax to (860) 859-4156 att: Vanessa Bertrand or
Mail to Easter Seals Connecticut-Rhode Island, 24 Stott Ave, Norwich, CT 06360**

Name: _____

Address: _____

Town: _____ **State:** _____ **Zip:** _____

Phone Number: _____ **Email:** _____

Age: _____ **Sex:** F: M:

Participating as: *Individual* *A Team*

Name of Team: _____

Name of Team Captain: _____

Company Name: _____

Does your company have a matching gift program? *Yes* *No*

I am interested in becoming a Team Captain, please send me information

I am unable to participate; enclosed is my tax deductible contribution of \$ _____

*To register or for more information please call 1-888-643-3443 or log onto
www.walkwithme.org*

*Participants are encouraged to collect pledges in support of their walk efforts to
help fund local Easter Seals programs and services in your community.*

Walk With Me Spotlight shines on...



Walk With Me HONORARY AMBASSADORS



Andy Sinish:

Andy has been with Easter Seals Connecticut-Rhode Island since he was 6 years old. Andy is 22 years old and has a form of Muscular Dystrophy. Although he has limitations, Andy has an incredible attitude to succeed. With the help of the Easter Seals Connecticut-Rhode Island with the help of the Easter Seals Mobility Center in Meriden, Andy learned to drive and was able to acquire a van specially adapted to his needs.

This is Andy's 2nd Easter Seals Connecticut-Rhode Island Walk. He is honored to be an ambassador. "Ever since I was 8 years old people have asked me what my favorite thing at Camp Hemlocks is. I used to say stuff like fishing, archery, and the campfires. But as I get older the thing I love more than anything are the memories. Some sad, but mostly great! The memories will be what I will take with me forever. The things that matter, are the people who care and the reasons for being happy."



Ariel Powell:

Ariel Powell is 12 years old as has been with Easter Seals Connecticut-Rhode Island for 3 years, since attending Easter Seals Camp Hemlocks. Ariel has Cerebral Palsy and is developmentally delayed and cannot walk. With the help of the Easter Seals Camp Hemlocks staff, Ariel is able to enjoy swimming, day trips and most of all making new friends.

"I look forward to what life has to offer in the years to come with the love of God, support from my family and friends and the help of Easter Seals Connecticut-Rhode Island."



Andrew Burbank:

Andrew Burbank is 10 years old, and lives in Stamford, Connecticut, with his parents and two siblings. He and his family are strong supporters of Easter Seals. Andrew was born four months early and experiences multiple challenges as a result of his extreme prematurity. Despite limited mobility, he participates fully in life throughout Fairfield County. Proudly driving his red motorized wheelchair, Andrew is actively involved with his school choral group. He also participates in weekly aquatic therapy, where he has recently learned to swim underwater independently. He is proud of his accomplishments and has many goals in life, which Easter Seals will no doubt help him to achieve.

Simply put, Andrew and his family support Easter Seals because of its continued support of families like theirs.



Local Sponsorship Proposal...

Do you or someone on your Walk With Me Team or know a local business who would be interested in sponsoring the Annual Walk With Me Event? Is there a business you would like to enhance its image and gain publicity in the community? Here is all the information you need to know. This year we will be crediting any sponsor contribution to your individual total. So please think of all the businesses you know in your area. Enclosed in your Team Captain Bag is your official Easter Seals Sponsorship Proposal. If you need any assistance please contact Vanessa at 1-888-673-3443, ext 110, or vbertrand@eastersealsct.org



2006 Easter Seals Walk With Me

SPONSORSHIP OPPORTUNITIES

Stamford Museum and Nature Center, Stamford, CT, October 15, 2006

Start / Finish Sponsor\$600

- Sponsor table at start/finish to promote business
- **Logo** featured prominently on *Walk With Me* T-shirts
- **Logo** featured on invitation for kick-off event
- **Logo** featured on walker route card
- Opportunity to provide product samples or other material at sponsor table

Rest Stop Sponsor\$400

- Sponsor table at rest stop to promote business
- **Logo** featured prominently on *Walk With Me* T-shirts
- **Logo** featured on invitation for kick-off event
- **Logo** featured on walker route card

Route Marker Sponsor\$200

- Named as a route marker sponsor along the event route
- Opportunity to display a company sign strategically along the route



Did you know ...

Easter Seals is ranked first by the National Health Council for the highest percentage of dollars spent on direct services (94%)

2006 Walk With Me Celebration

By increasing your individual or team fundraising, team spirit, or walk participants, you may qualify for one of our 2006 Walk With Me Awards

Team Awards:

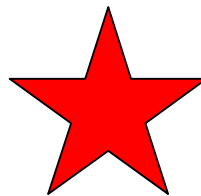
- ★ Most Money Raised by a Company Team
- ★ Most Money Raised by a Family Team
- ★ Most Money Raised by a Civic Organization

- ★ Best Team Spirit
- ★ Largest Youth Team



*Did you know ...
In 1990 Easter Seals co-authored the Americans with Disabilities Act
(ADA)*

Individual Perks and Prizes:



\$100- Easter Seals Connecticut "Walk With Me" T-Shirt *

\$300- Insulated Cooler Chair

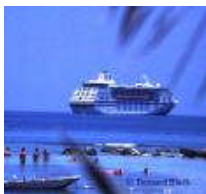
\$500- 2 Night Resort Getaway

- ❖ 2 Night Resort Getaway
- ❖ Hotel/Resort Accommodations
- ❖ Golf Discounts
- ❖ Dining Discounts
- ❖ Air Travel Discounts
- ❖ Free Fuel Card
- ❖ Calling Card
- ❖ 35mm Camera



\$1,000- Bahamas Cruise for Two

- ❖ Includes on-board activities, and thrilling on-shore excursions
- ❖ Golf Discounts
- ❖ Dining Discounts
- ❖ Air Travel Discounts
- ❖ Free Fuel Card
- ❖ Free Calling Card
- ❖ 35mm Camera



\$2,500- 3 Night Cruise Experience

- ❖ Includes, cabin, meals, fun-filled days of activities and entertainment
- ❖ Golf Discounts
- ❖ Dining Discounts
- ❖ Air Travel Discounts
- ❖ Free Fuel Card
- ❖ Free Calling Card
- ❖ 35mm Camera



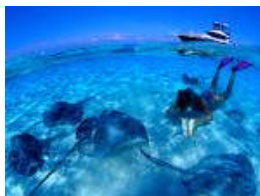
\$5,000- Family Theme Park Adventure

- ❖ A family 4 pack of tickets to one of over 50 of the most exciting adventure and theme parks including, Disney, Six Flags, Busch Gardens and Paramount parks
- ❖ Hotel Accommodations
- ❖ Golf Discounts
- ❖ Dining Discounts
- ❖ Air Travel Discounts
- ❖ Free Fuel Card
- ❖ Free Calling Card
- ❖ 35mm Camera



\$7,500- 7 Night Cruise Escape

- ❖ 7 Night Cruise Escape for two with over a dozen destinations to choose from including, cabin, meals, activities, entertainment
- ❖ Golf Discounts
- ❖ Dining Discounts
- ❖ Air Travel Discounts
- ❖ Free Fuel Card
- ❖ Free Calling Card
- ❖ 35mm Camera



*Cumulative

All Prizes above \$100 level are not cumulative. Fundraising efforts need to be turned in on Sunday, October 15, 2006 at Walk with Me. Prize Packs will be mailed directly to your home.