

# Team Captain Kit

Local Presenting Sponsors













National Sponsors











# THANK YOU FOR ORGANIZING A WALK TEAM!

Join together with your families, friends and co-workers on Saturday, May 7, 2011 for the Easter Seals Walk With Me event at Steele Indian School Park, 300 E. Indian School Road, Phoenix, AZ, 85012 (use entrance off Central, north of Indian School).

This Team Captain's Kit Includes:
Welcome Letter
Our Ambassador Families
Important Dates
Build Your Team
Sample Recruitment Letter/Email
Set a Fundraising Goal
Fundraising Incentives
Tips for Fundraising
Sample Fundraising Letter/Email
Fundraising Ideas
Sample Newsletter Article
Sample Email Messages
How to Create a Team Website
Get Your Company Involved
Team Captain Sign-up Sheet
Contribution/Pledge Form
Material Order Form
Walk Route Map

For more information or materials, please contact Lindsey Roberts at 602-224-1759 or <u>lroberts@swhd.org</u>; create your team webpage at www.walkwithme.org.



### WELCOME

### January 1, 2011

#### Dear Walk With Me participants,

Welcome to our third annual Walk With Me! On behalf of Easter Seals Southwest Human Development and the children and families we serve, I would like to thank you for your support.

Our mission is to create a positive future for young children. As the state's largest community-based organization of its type, we serve children birth to five in five primary areas: child health and welfare, early literacy, services for children with disabilities, Head Start, and training for early childhood professionals.

In the spring of 2007, Southwest Human Development was invited to become an affiliate of Easter Seals, providing services throughout Maricopa County and northern Arizona. The mission of Easter Seals is fulfilled in the work we do – to help children and adults with disabilities enjoy equal opportunities to live, learn, work and play in their communities.

Our disabilities services include a state-of-the-art assistive technology program for people of all ages and a Children's Developmental Center with a team of professionals who specialize in the unique needs of our youngest and most vulnerable children. This includes children with autism and those who have suffered from trauma or abuse. This unique team of pediatric specialists provides the kind of coordinated care that can make a significant, lasting difference and is not found elsewhere in our state.

At Easter Seals Southwest Human Development we strive to provide children and their families with the knowledge and tools they need to reach their full potential and live healthy and productive lives.

Thank you again for making a difference! I hope you enjoy walking with us and learning more about our Walk With Me ambassador families.

Sincerely,

Jengen Ward

Ginger Ward Chief Executive Officer



### **OUR AMBASSADOR FAMILIES**



Two-year-old **Shivani** and her twin sister, Saanvi, are smiley, outgoing toddlers who love to play and be the center of attention. Shivani was born with developmental delays and receives speech therapy and developmental special instruction. She is a true people person and is always thrilled when her therapists show up to her home to *play*. Her therapists work with her on fine motor and cognitive skills and help develop her speech by labeling *everything* in her house with a picture and teaching her how to express her basic needs. Shivani's enthusiasm for learning has helped with her progress, and in January, Shivani will start preschool.

**Owen** is a personable toddler who loves coloring, and playing with balls and trucks. On most weekends, you'll find Owen and his sister swimming, an activity in which Owen excels. Owen was born with hypoplastic left heart syndrome (half a heart) and has survived two open heart surgeries. He's currently in heart failure, which is managed by medications, until he receives the gift of a new heart. Because his heart is weak and doesn't deliver enough oxygen, Owen needs therapy to help develop muscle strength. He currently eats via a tube that connects to his stomach, so therapists are also helping him swallow and get used to having food in his mouth so he will be ready to eat when he receives his new heart.





**Kade**, two and a half, is the beaming younger brother in a family of four; he and his older sister are always playing games and Kade and the family dog are practically inseparable. When Kade wasn't meeting his developmental milestones at six months of age, his parents enrolled him in Early Intervention. Kade's therapists worked with him in his home to help him learn to walk, crawl and improve his speech. Kade's parents have noticed a tremendous improvement in Kade's development since he began working with his therapists. He is now much more independent, physically engaged in activity and significantly more interactive with his family and friends.



Three-year-old **Karay** loves to play with balls, dance and just discovered her love of coloring. Karay attends child care where she learns lots of new words and games. Born with Spina Bifida and hydrocephalus, Karay receives occupational and physical therapy in the group home where she and her mother, Ena, live. When Karay was born her mother enrolled them in Healthy Families – a program that provides child development education and helps prevent abuse and neglect – which she learned about while in the hospital. The Healthy Families staff helped Ena coordinate therapies for Karay and worked with them to reinforce her developmental goals. Today Karay is making great progress and beginning to use her new skills each day.





**Katie** is an avid dancer who loves music. Like most 25 year olds, Katie has an active social life, which she balances with her job at an organization that provides vocational services for people with disabilities. Katie has cerebral palsy which has impacted the right side of her face, making it difficult for her to speak so she uses a speech generating device called a Vantage Lite to help her communicate. She is an active member of Out and About, a social group for communication device users, and has been with the Assistive Technology program since age seven. Katie is a proud device user and wants to encourage others who are unable to speak to feel comfortable using one.

At Walk With Me, our Ambassadors will lead the way! Join us and show your support.



### **IMPORTANT DATES**

Mark your calendar and share with your team!

### Walk With Me Kickoff Luncheon

Free lunch for our sponsors, walkers and anyone interested in forming a team!

Thursday, March 24, 2011 11:30am-1:00pm

Memorial Hall Steele Indian School Park, 300 E. Indian School Rd. (use 3rd St. entrance)

Please RSVP by March 23 to: Lindsey Roberts at 602-224-1759, or by email at Iroberts@swhd.org.

### **Pre-collection Party**

You or one of your team members can turn in your team's funds before May 7 at the Pre-collection Party and pick up t-shirts for any walker who has raised \$35 or more.

Thursday, April 28, 2011 11:00-2:00pm Wednesday, May 4, 2011 11:00-2:00pm

Easter Seals Southwest Human Development 2850 N. 24th Street Phoenix, 85008



### **BUILD YOUR TEAM!**

#### **Getting Started**

- □ Set a goal. How many walkers do you want to recruit and what is your fundraising goal?
- Create your team web page at www.walkwithme.org/phoenix.
- Invite co-workers, friends, and family members to be on your team. If you are coordinating a corporate team, invite people located in different departments or work sites. They can also invite their friends and families to join the team.
  ANYONE can be on your team!
- Put Walk With Me brochures/posters in centrally-located, well-traveled locations, and let co-workers know where they can get one. Be sure walkers contact you directly so you can keep track of your team members. Keeping track of your team online is the best and easiest way, so encourage online registration!
- Place a Walk With Me article in your company's newsletter. A sample article is included in this kit for you to personalize. Check now to find out your newsletter's deadline.
- □ Try to get on the agendas of all department meetings. If you would like a staff member from Easter Seals to come speak to your co-workers, contact Lindsey Roberts at 602-224-1759 or Iroberts@swhd.org. This will help recruit your team!
- □ Find out if your company provides matching funds for charitable donations. Look on your company website or contact your Human Resources manager and ask whether or not the company will match your pledges.
- Use social networking sites such as Facebook and Twitter to announce that you are recruiting team members.

#### **Networking Works**

- Determine the best communication options for your company and/or contacts. Use email, memos, paycheck stuffers, bulletin boards, intranet, Facebook posts, Tweets, text messages, blogs, and word-of-mouth to let everyone know about Walk With Me. Sample email messages are included in this kit.
- □ Think of other ways to get people involved. Involve management! Promote friendly competition between departments or plan an informational meeting or booth in the lunch room to get the word out to everyone. Set up a laptop and register walkers online at <u>www.walkwithme.org</u>.



### Team Building and Fundraising Events

- □ Host team fundraisers such as 50/50 drawings, car washes, bake sales and yard sales. Advertise these events on your team web page!
- □ Have each team member send out personal emails with the link to donate online.

#### Keep Your Team Energized

- □ You need the full attention of your team. Continue contact via email, Facebook posts, Tweets or text messaging to maintain team energy until the **Walk**.
- Encourage team members to update online pledges. This will help validate all the hard work they're doing while creating a friendly competition amongst the team.
- Hold a special team meeting to get energy flowing and brainstorm ideas to get more pledges.

#### **Building Team Spirit**

- Plan a meeting to coordinate details. Send around a memo about the Walk meeting.
- Encourage your team to ask people family members, friends, co-workers and neighbors – to join them on May 7, 2011.
- □ Determine a good meeting spot for your team on the day of the **Walk**. Discuss car pooling and maybe even a team lunch afterwards.

#### Rounding the Bend

- Check with key team members about meeting your goals. Plan one last organizational sweep. Members should be encouraged to enter pledges online for accuracy in keeping track of the team goal.
- □ Check that all team members have matching gift forms, if applicable. Have extras for latecomers.

#### The Home Stretch

- Send last-minute reminders such as email, text messages, Facebook posts, Tweets, memos and fliers to all your team members. Review details, finalize your team meeting place, and designate someone to take a team photo that day for your company newsletter.
- Remind all walkers to bring donations with them on May 7, 2011 and to have their pledge form filled in with all the information requested. Pledges can be continuously updated online.



### **Congratulations!**

YOU have made a difference in the lives of people with disabilities!

- □ Send a news release with your team photo to your company newsletter and the local paper.
- □ Send thank you notes to your team members.
- Collect and forward to Easter Seals any contributions and pledge forms not handed in on May 7. Late contributions will be added to a member's prize incentive totals until May 31, 2011.
- □ Check to make sure all team members' matching gift forms were filled out and handed in.



# SAMPLE RECRUITMENT LETTER/EMAIL

Date

Dear (Family, Friends, Business Associates),

I am writing to you to ask for your help and enlist your support. I have committed to *Walk With Me*, the Easter Seals Southwest Human Development walk that raises money for programs and services for children with disabilities.

*Walk with Me* will be on Saturday, May 7, 2011 at Steele Indian School Park. It is a fun, family friendly 1.25 mile morning walk followed by games and entertainment. The goal is to raise the funds needed to help Easter Seals Southwest Human Development expand the services they offer in central and northern Arizona.

I hope you will consider helping in one of these areas:

- Sponsor me by making an individual donation
- Join my team and help me reach my fundraising goal
- Organize a walk team at your company or among family and friends

Easter Seals Southwest Human Development is dedicated to creating a positive future for children with disabilities and their families including a state-of-the-art assistive technology program for people of all ages and a Children's Developmental Center with a team of professionals who specialize in the unique needs of our youngest and most vulnerable children. **The funds raised in Arizona stay in Arizona, helping local families**.

For more information on *Walk With Me* please contact me at <u>(phone number and email address)</u>. To register for the walk or to sponsor me please visit <u>www.walkwithme.org</u>.

Thank you for supporting this important cause! Together, we are working to create a positive future for young children.

(Name)



## SET A FUNDRAISING GOAL!

Working together, it's amazing how quickly a team can reach its fundraising goal! If each walker on a ten-person team raised just \$250, for example, the team total would be \$2,500!

Help your team succeed by setting a goal and listing the fundraising activities you all want to use to get there. In June, we will have a special recognition ceremony for all individuals who raise \$1,000 or more, and all teams who raise \$5,000 or more.

Worksheet:

Our team goal is: \$\_\_\_\_\_

Our team fundraising activities will include:

1.	 
2.	
5.	 

(Example: Jeans Day, Penny Wars, Bake Sale, Raffle, Company Matching Funds)



### **FUNDRAISING INCENTIVES**

#### All walkers who fundraise \$35 or more will receive an event t-shirt.

Easter Seals Southwest Human Development clients want *you* to know your fundraising efforts have made a difference in the life of someone with a disability

What can your fundraising efforts do?

Raise \$35+	Modify a toy for a child with cerebral palsy	
Raise \$100+	One hour of a toddler's speech or physical therapy	
Raise \$250+	25 boxes of special formula for an infant who struggles to drink or swallow	
Raise \$500+	An adaptive computer for a visually impaired teen	
Raise \$1,500+	A full medical and therapeutic team assessment for a child with highly complex needs	
Raise \$5,000+	A speech-generating device for a person who is unable to speak	

All walkers who raise \$1,000 or more will be invited to our and teams that raise \$5000 or more will be invited to the June Recognition Event.

### Important Notes:

There is no fee or fundraising minimum for any walker who registers in advance.

Walkers (ages 13+) who register the morning of the event (May 7) will be asked for a minimum contribution of \$35. No donation is required for children age 12 and younger.



# TIPS FOR FUNDRAISING

Raising money for Walk With Me will help families in our community, and we hope you take great pride in the difference you will make!

Aim high! Here's how to raise \$250 with ease in just one week:

Day 7: You did it! Celebrate	\$250
Day 6: Ask a favorite local merchant	\$25
Day 5: Ask five neighbors for \$10	\$50
Day 4: Ask five co-workers for \$10	\$50
Day 3 Ask three friends for \$10	\$30
Day 2: Ask three relatives for \$25	\$75
Day 1: Sponsor yourself	\$20

### Ideas for Fundraising Success

Personalize your fundraising request with information about yourself and your history with Easter Seals Southwest Human Development or disabilities. Use the information provided at <u>www.walkwithme.org</u> to inform people how the funds raised for Easter Seals Southwest Human Development will be used and why it's important to you. Track donations online.

Be sure to send a thank you when you receive a contribution!

### What do I do with cash and checks from people sponsoring me in the Walk?

Donors should make checks payable to Easter Seals Southwest Human Development. <u>Write your name on all donor checks so you are properly credited</u>, and bring these donations to the event itself. Team captains can also bring team funds to the Precollection Party and pick up t-shirts for team members who raised \$35 or more. If you receive donations after the event, you can mail these contributions to:

**Easter Seals Southwest Human Development** 

Walk With Me 2850 N. 24th St. Phoenix, AZ 85008



### SAMPLE FUNDRAISING LETTER/EMAIL

Date

Hi (Family, Friends, Co-workers),

I am sending this (<u>email/letter</u>) to ask for your support. On Saturday, May 7, 2011, I am walking with my team, (<u>Team Name</u>) in *Walk With Me*, the Easter Seals Southwest Human Development walk that raises money for programs and services for children with disabilities.

Easter Seals Southwest Human Development is dedicated to creating a positive future for children with disabilities and their families including a state-of-the-art assistive technology program for people of all ages and a Children's Developmental Center with a team of professionals who specialize in the unique needs of our youngest and most vulnerable children. **The funds raised in Arizona stay in Arizona, helping local families**.

I have committed to raising \$\_\_\_\_\_ and I can't do it without your help.

You can support me by going to <u>www.walkwithme.org/Phoenix</u> and select the "Sponsor a Walker" option. Once you enter my name and get to my personal fundraising page select "Click here to Support Me" and make your donation. You may also send your contributions directly to me at (<u>your address</u>). Please make checks payable to Easter Seals Southwest Human Development.

Thank you for supporting this important cause! Together, we are working to create a positive future for young children.

(Name)



### FUNDRAISING IDEAS

#### Letters and Emails:

Send letters/emails to your friends, family, coworkers, neighbors, etc. and ask them to sponsor you. Be sure you provide instructions on how to make donations, be it online or by mailing you a check or cash.

#### Jeans Day:

Work with your company to arrange a day where employees who make a certain level contribution (e.g. \$5) to Walk With Me will be allowed to wear jeans to work. )Jeans can be substituted with sneakers, sandals, baseball caps, etc.)

#### Ice Cream Social:

Host an ice cream social in your office and ask the president of your company, or department manager to serve the ice cream to employees. Employees can make a contribution to Walk With Me in exchange for a frozen treat.

#### Bake Sale:

Make a variety of baked goods and sell them to your coworkers, friends and family. Be sure to publicize your bake sale well in advance in order to maximize your profit.

### Lunch Sale:

Ask a local sandwich, pizza or burger restaurant to donate lunches or discount lunches for your cause. Then sell them to your coworkers, advertising what portion of their lunch payment will benefit Walk With Me.

### Percentage of Proceeds:

Ask local restaurants to donate a percentage of a night's proceeds to Walk With Me. In return you can promote the event within your company and to your friends and family to help drive traffic to the establishment. The more people that attend, the more money your team will receive!

### **Penny Wars**

If you have multiple teams within your company, select a specific week and ask employees from each department to contribute coins to their department's coin jar. At the end of the week, the department who raises the most money wins.

### For more ideas on fundraising contact Lindsey Roberts at 602-224-1759 or <u>Iroberts@swhd.org</u>



# SAMPLE NEWSLETTER ARTICLE

"Walk With Me" - Putting hope within reach for people with disabilities

A team from (<u>your company/organization name</u>) will be participating in Easter Seals Southwest Human Development's Walk With Me on May 7, 2011, to help make a difference for local children and adults with disabilities. The mile-and-a-quarter fun walk at Steele Indian School Park in Phoenix will raise funds for Easter Seals Southwest Human Development.

(<u>Your company/organization name</u>) has set a goal of recruiting (<u>number</u>) people for a day of "fun raising" for Walk With Me. (<u>Your name</u>) of (<u>department</u>) is the team captain and is responsible for organizing (<u>your company/organization name</u>) employees and associates for the event.

Join us for a morning of family fun and fitness as we put hope within reach for people with disabilities! Our honorary ambassadors, Shivani, Katie, Karay, Kade and Owen, who have benefited from Easter Seals Southwest Human Development programs, will lead the way. Music, refreshments, a family-fun festival to include games, face paintings, clowns and MUCH more will make this day special and give you an opportunity to enrich the lives of those served by Easter Seals Southwest Human Development.

### Walk With Me At-A-Glance:

- May 7, 2011 Steele Indian School Park, Phoenix
- 7am Registration & check-in
- 8am Program on stage
- 8:20am 1.25 mile Fun Walk, followed by food and family entertainment

When you give to Easter Seals Southwest Human Development, every dollar stays right here in the local community, providing services for children and adults with disabilities.

For more information about the Easter Seals Southwest Human Development **Walk With Me** event, Lindsey Roberts at 602-224-1759, or by email at Iroberts@swhd.org.



## SAMPLE EMAIL MESSAGES

### SUBJECT: Easter Seals Walk With Me Team

Mark Saturday, May 7, 2011 on your calendar! That's when Easter Seals Southwest Human Development's Walk With Me will take place at Steele Indian School Park in Phoenix. Walk with us and help raise money to provide services for children and adults with disabilities. I am delighted to be serving as your team captain. Call me at (<u>your</u> <u>phone number</u>). Visit our own team page at www.walkwithme.org.

Let's make a difference!

### SUBJECT: Join Us for Walk With Me

We need YOU for the company team. The Easter Seals Southwest Human Development's Walk With Me event is Saturday, May 7, 2011. We will walk 1.25 miles at Steele Indian School Park in Phoenix and raise money to help provide services to people with disabilities. Call me at (<u>your phone number</u>). Together we can all make a difference!

Check out our team website on www.walkwithme.org.

### SUBJECT: Countdown to Walk With Me

There's still time to sign up and walk with us on May 7, 2011, at Steele Indian School Park in Phoenix. To join us OR make a contribution to Easter Seals Southwest Human Development's Walk With Me event call me at (<u>your phone number</u>) or register online at www.walkwithme.org. And walkers... be sure to bring your pledge money with you on May 7, 2011. Pledges may be updated online as well. It is rain or shine!

### SUBJECT: Walk Meeting Time & Place

Walk With Me is here! Our team will be meeting at (<u>place/time</u>). You can still join us or make a pledge! Call me at (<u>your phone number</u>). Rain or Shine!



# HOW TO CREATE A TEAM WEBSITE

Each person who registers for Walk With Me can create a personal web page for fundraising. Log in at www.walkwithme.org and click on "Find My Participant Center" on the left to access fundraising tools online.

Make Fundraising "Fun" With These Online Tools

- Your Participant Center has easy-to-use tools for you to import your email address book, and send email to friends and family. We even provide suggested text and customized links to your personal Walk With Me Web page! You can also customize your personal Walk With Me Web page with text, a photo and a blog. We've made it easy. Check it out!
- Friends can make secure donations online while visiting your personal Walk With Me Web page. Ask them to visit **walkwithme.org** and search for your name. They can view your individual or team Web page and make a contribution toward your walk efforts. Easter Seals will acknowledge each online gift and send a thank you email that can be used for tax purposes.

There are downloadable and printable documents in Adobe PDF format. You will need Adobe Acrobat Reader to view and print them. If you do not have Acrobat Reader, you can download it at the Adobe Web site.

### **GET YOUR COMPANY INVOLVED**

Companies can get involved with us in a variety of ways, and most large companies have community relations staff who can answer your questions about what makes the most sense for you. Would this company like to sponsor or form a Walk team? Does it offer funds to match employee donations? It's worth it to find out if your company can do any of the following:

- Sponsorships
- Matching funds
- Grants for volunteers
- Corporate team fundraising
- Asking customers/vendors/suppliers to donate

Not sure where to begin? Please call Lindsey Roberts at 602-224-1759 or email <u>lroberts@swhd.org</u> for more information.



		PLE	EDGE FORM	/I		
Walk	er Name		Address:			
City:	State:	Zip:	Phone #:			
Ema	il:		Team Name (if applicable):			
corp	orate sponsors can support you i it on to a friend.	n your Walk efforts o	name on any sponsor's check so y online as well, at <u>www.walkwithme.c</u> nd-raising goal is \$	rou may be properly cre org. Log on today! Mal	dited. Remen ke a copy of th	ıber, is form ar
	Sponsor's Name	Address, Ci	ty, ST, Zip	Phone	Amount	Matching Funds Available
1.	Bill Big Bucks	123 Main St.	Anywhere, USA, 12345	123-456-7890	\$100	Y N
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3.						Y N
1.						Y N
5.						Y N
6.						Y N
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17						ΥN



### 2011 Walk Team Sign Up Sheet

- □ Yes! I'd like to form a Walk team
- □ Yes, I'd like to join an existing team
- □ Please help me get started with fundraising ideas

Company Name:	Team Name:
Contact Name:	Team Captain:
Address:	
City, State, Zip:	
Phone:	Email:

Walk With Me will be Saturday, May 7, 2011, at Steele Indian School Park at 8am. A 1.25 mile family-friendly walk will be followed by games and entertainment. Funds raised will support disabilities services provided by Easter Seals Southwest Human Development (<u>www.swhd.org</u>).

Questions? Please call Lindsey Roberts at 602-224-1759.

Please return this form by email (<u>Iroberts@swhd.org</u>), fax (602-633-8799) or mail:

Easter Seals Southwest Human Development Attn: Walk With Me - Lindsey Roberts

### 2850 N. 24<sup>th</sup> St.

### Phoenix, AZ 85008

### Or register your walkers online at <u>www.walkwithme.org</u>

Easter Seals Southwest Human Development is a 501(c)3 non-profit; tax ID # 86-0407179



## WALK WITH ME MATERIAL ORDER FORM

Name:	
Team Name:	
Mailing Address:	
Phone Number:	
Email Address:	

ITEM	QUANTITY
Walk With Me Brochures	
Brochure Holders	
Walk With Me Posters	
Walk With Me Team Captain Kits	
Walker Collection Envelopes	

Please return this form by email (<u>lroberts@swhd.org</u>), fax (602-633-8799) or mail:

Easter Seals Southwest Human Development Attn: Walk With Me - Lindsey Roberts 2850 N. 24<sup>th</sup> St. Phoenix, AZ 85008



