



Team Captain Guide

STEPS FOR HOPE



Welcome Team Captain!

We are delighted that you have committed to be your team's captain for the 2019 Cancer Support Community's STEPS FOR HOPE walk. Thank you for taking the first step toward making our event a success. This guide will provide the tools you need to make your team's experience fun, successful and rewarding.

A Team Captain's job is to motivate and encourage others to join your team, promote the Walk and encourage your team with their fundraising efforts. Every person you recruit and every dollar that your team raises helps someone with cancer feel more hopeful, connected and empowered in the face of disease.

Planning begins well before Walk Day. To have a successful walk, we ask all of our participants to register online and begin fundraising as early as possible to fuel the mission of Cancer Support Community.

You can start with one email, one phone call, or one letter asking friends and family to join you. You will be amazed how many people are touched by this impartial disease and how willing they will be to join you!

Why do we Fundraise?

Cancer Support Community is totally funded through the support of the local community. The funds raised through the STEPS FOR HOPE Walk support all the programs and services we offer for those impacted by cancer. The STEPS FOR HOPE walk is the single largest fundraising event each year. Without the support of our teams and walkers we would not be able to provide the support and programming we offer each year.

Key Dates & Information

- ❖ All Teams that raise \$2,500 or more by April 22 will have a reserved team tent and team banner!

February 1 - March 6 **registration \$40**

March 7 – April 17 **registration \$45**

April 18 – May 3 **registration \$50**

- ❖ The team that raises the most amount by April 22 will qualify for a 14x12 reserved team tent!
- ❖ The team that has the most registered team members by April 22 will qualify for a 14x12 reserved team tent!
- ❖ **NEW FOR 2019 We will offer Team Captain Check-in Calls that will provide helpful suggestions and guidance to help you build your team and raise funds for Cancer Support Community.**

Minimum Registration Donation: \$25 (t-shirt not provided)

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Getting Your Company Involved: Forming a Corporate Team

How to start a Corporate Team

- Get permission from your Company Leadership.
- Announce your fundraising efforts and corporate team on your company newsletter or employee website.
- If you can get your CEO/Senior Executive to write a letter of support that should be posted as well.
- Host a sign-up day or company kickoff to get employees to join the team and learn more about fundraising for the walk. Check with Cancer Support Community staff for help or availability about a brief presentation on the mission and work of CSC.

Can My Company Support the team?

- Ask about matching gifts: Doubling of employee donations is a quick and easy way to raise money.
- Ask your employer to sponsor the team with a corporate/company gift.
- Recruit an Executive Champion to lend his or her name to your efforts.
- Ask your employer to donate PTO time or a fun incentive to give to your top fundraiser or for use in a company auction/raffle.
- Get permission to host a dress down/hat or cardinals clothing day at the office.

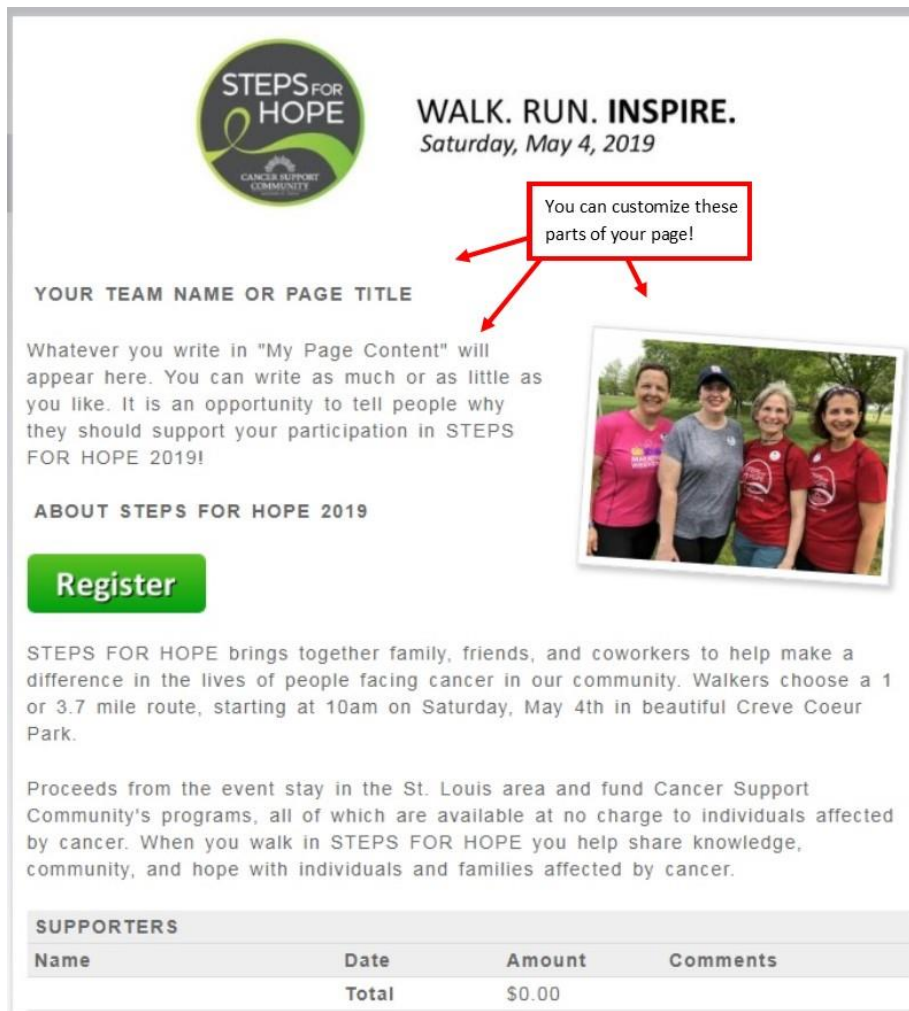


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Getting Started

Register for STEPS FOR HOPE Walk in 2 easy steps!

1. [Log into or create an account](#) (Enter your email address and click “Forgot Password” to reset your password.) and then click ‘create a page’ to **set up your individual or team fundraising page** that can be shared with family and friends!



STEPS FOR HOPE
CANCER SUPPORT COMMUNITY

WALK. RUN. INSPIRE.
Saturday, May 4, 2019

YOUR TEAM NAME OR PAGE TITLE

Whatever you write in "My Page Content" will appear here. You can write as much or as little as you like. It is an opportunity to tell people why they should support your participation in STEPS FOR HOPE 2019!

ABOUT STEPS FOR HOPE 2019

[Register](#)

STEPS FOR HOPE brings together family, friends, and coworkers to help make a difference in the lives of people facing cancer in our community. Walkers choose a 1 or 3.7 mile route, starting at 10am on Saturday, May 4th in beautiful Creve Coeur Park.

Proceeds from the event stay in the St. Louis area and fund Cancer Support Community's programs, all of which are available at no charge to individuals affected by cancer. When you walk in STEPS FOR HOPE you help share knowledge, community, and hope with individuals and families affected by cancer.

SUPPORTERS			
Name	Date	Amount	Comments
	Total	\$0.00	

2. You're all set up to fundraise, but you still must let us know you're coming! [Register](#) for **STEPS FOR HOPE walk** and be sure to **credit your registration to your team**.

Don't forget to share your page and monitor your progress in your online account or from your fundraising page. The Donations tab tracks contributions. The Event Registrations tab lists team members.

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Five steps to a Successful Steps for Hope!

Step 1: Create Your Plan!

- Choose a Team Name.
- Set your Team Goals.
 - Our Team seeks to raise \$_____.
 - Our Team aims to recruit _____# of walkers.
 - Each walker will strive to raise \$_____.
- Create your team at www.cancersupportstl.org , Events Tab, STEPS FOR HOPE WALK, select “**START A TEAM**” and then select “**LOG IN & CREATE YOUR PAGE**”, Create New Account or Log In.
- **Upload a picture**, share why participating and forming a team is important to you.
- **REGISTER AFTER ALL ABOVE COMPLETED!**
- Now **recruit** family, friends, and neighbors. The larger your list the better your results!

Step 2: Inspire!

- To get people inspired to join your team or donate you will need to let them know why creating a team and supporting Cancer Support Community is important to you. People will act and support your efforts when they know why this is important to you.
- Personalize your Team Page with your message.
- Plan a pre or post walk BBQ or get together to help build spirit and comradery amongst your team.
- Use email, text, face to face opportunities and social media to encourage registration with friendly reminders. Share multiple times, people need to see things an average of three times before they act.

Step 3: Recruit & Fundraise!

- The more team members you recruit the bigger your fundraising efforts can be. Team members can include family, friends, co-workers or neighbors.
- Encourage each team member to raise funds and set their own personal goals in addition to registration.
- Buy a **Team Tribute Sign** to honor someone on your team or close to you: **Tribute signs are \$75**
- Email team members to encourage them to ask for donations and help build the team with more registrations.
- Encourage team members to **personalize** their fundraising emails, letters and Facebook posts. Nothing is more meaningful than the **personal connection**.
- **Highlight achievements** in a team email to help motivate and celebrate successes.

Step 4: The Final Push!

- Last PUSH to raise final dollars - most donations come within the last 2-weeks of an event.
- Send last-minute reminders by email, social media or voicemail.

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- Send out a reminder with the date, time and location; include directions and what to bring. We will be emailing you with details along the way.

Step 5: After Walk

- Thank your donors via email or snail mail with totals from your team and the event.

WIN A TENT FOR YOUR TEAM!

Raise **\$2,500** or more by April 22 for a team tent and banner in our village.

April 22 Team Recruitment Challenge:

Most team members recruited by April 22 wins a 14 x 12 **team tent**

April 22 Team Fundraising Challenge:

Most donations raised by April 22 wins a 14 x 12 **team tent**



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Fundraising Tips

Set Your Fundraising Goals:

It starts with you!

Register, buy a raffle ticket, sell or buy a Tribute Sign. All are immediate ways to achieve goals. **Donors are more motivated if they know you have also personally contributed to the cause.**

Compile a list of everyone you know — the obvious (friends and family) and the not-so-obvious (neighbors, acquaintances, past team members, book club, social network friends, etc.). Set your team or individual fundraising goal and the number of team members you plan to recruit.

Communicate:

Send an email or letter to friends and family asking **for their support** by making a **donation** or **joining your team**. Sometimes a reminder is all they need. Let them know why this cause is important to you. Remember your **personal reasons** for forming a team or fundraising are the number one reason people will support you. **Friendly reminder emails** are necessary as many people wait to see if they will have conflicts with the date. **Remember to share your team page on all your communications to encourage registrations and donations.**

Sample email/letter from you to customize:

I'm participating in and raising money for Cancer Support Community's STEPS FOR HOPE Walk on May 4, 2019. I started a team so others can participate and fundraise with me to make an even greater impact. Will you join me and be part of my team or consider making a personal donation?

<Include a short personal story about why CSC is important to you and what connects you to STEPS FOR HOPE.>

Our strength as a community is powered by hope and built on the commitment of individuals like you and me. Please join me in fundraising for Cancer Support Community and our vision that "NO ONE FACES CANCER ALONE".

Your participation and fundraising efforts as part of my team will fuel the support and programming that means so much to so many. With your help we can make a difference.

Please click the link at the bottom of the email to join my team today. If you can't join, please consider making a donation so together we can help others impacted by cancer.

Your Name

Track your pledges and team progress: Provide updates every 2 weeks and then **weekly** 6 weeks out to your team.

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Use Social Media to promote your personal fundraising page.

- Spread the word about participating on social media. **#STEPSFORHOPE**
- Follow our Facebook page and share our posts!

Add a signature to your emails with a link to your fundraising page, i.e.

“Walk with me at STEPS FOR HOPE”

Your contribution makes a difference: share with your donor’s information on Cancer Support Community and why it is important to you.

- **All funds raised from STEPS FOR HOPE stay in the Greater St. Louis area.**
- **All programs and services offered for people impacted by cancer are at no charge.**

Examples of What Each Donation Can Provide:

- **\$20** allows a member to attend a movement class
- **\$50** the opportunity for a member to take a healing arts workshop
- **\$100** provides food for a Families Connect Program.
- **\$250** a stress management workshop for 10 members.
- **\$500** a member to attend weekly support group for a year.

How to raise \$500 or more in 7 Steps

Step 1: Make a minimum \$25.00 donation yourself	\$25
Step 2: Ask three family members to donate \$25.00	\$75
Step 3: Ask five friends to donate \$15.00	\$75
Step 4: Ask five co-workers to purchase raffle tickets (5 for \$20) \$5.00 for one raffle or \$20.00 for 5	\$100
Step 5: Email 15 people and ask for a \$10.00 donation	\$150
Step 6: Buy a Team Tribute Sign	\$75
Step 7: Repeat any of the above if just shy of goal	\$0
TOTAL CONTRIBUTIONS:	\$500

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Fun Ways to Raise \$'s

Throw a Party

Host a neighborhood "Cocktails for a Cause" casual event. Anyone attending makes a donation to your walk team. We can help you with promotional materials.

Host a Garage Sale

Not only will this provide a great excuse for you to get organized, but you can raise funds for your walk team. Get friends, family and neighbors involved by encouraging them to donate items for the sale. Be sure to include a deadline for delivering the items to you, allowing ample time to sort and price the items. All proceeds or portion go to your walk team.

Create a Game Tournament

Pick a favorite board game and invite friends and family to play in your tournament. If you like video games, host a video game party. Create teams and entry fees that will go towards your fundraising efforts. Have an incentive to participate and grand prize for the winner.

Bake Sale

Host a bake sale with your friends and/or co-workers or at your place of employment or child's school.

Curse Jar

Place a curse jar in the office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar. Do the same for being late to meetings.

Bill Collectors

Ask your doctor, dentist, insurance agents, hair stylist, etc to write a check for you instead of the other way around!



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TEAM LEADER CHECKLIST

- _____ **Start your team online.** Please Note: You must log in and create a team page and then register for Steps for Hope, crediting your team

- _____ Set a **fundraising goal** and **team member goal**

- _____ **Personalize your team page** and email the web address to all potential team members and supporters

- _____ **Recruit your team** and begin fundraising; if sending a group email, make sure to follow up individually

- _____ Set a goal to register a certain number of walkers by a date for a team **pre-cocktail event** or picnic so you have a reason to get together before May 4th

- _____ Encourage team to **sell raffle tickets, tribute signs and fundraise**

DATES TO REMEMBER

February 1 - March 6 **registration \$40**

March 7 – April 17 **registration \$45**

April 18 – May 3 **registration \$50**

May 1 – To guarantee a T-Shirt. After May 1st all registrations with t-shirt orders are first-come first-serve basis.

April 22 Teams that raise **\$2,500** or more win a 10x10 team tent

April 22 Team Recruitment Challenge:

Most team members by April 22 wins a 14 x 12 team tent

April 22 Team Fundraising Challenge:

Most donations raised by April 22 wins a 14 x 12 team tent

Minimum Registration Donation: \$25 (t-shirt not provided)

Event Activities

Pre-Event Schedule

- 5/1 Last day to register to be guaranteed a T-shirt with a minimum donation of \$50. After May 1, T-shirts are first-come, first-serve basis.
- 5/3 at 12:00 p.m. Last day to register online, onsite registration will be available beginning at 9:00AM on 5/4.

Day-of-Event (Saturday 5/4) - Tremayne Pavilion in Creve Coeur Park

- DJ and Entertainment from 9:00am-1:00pm
- 9:00 a.m. Registration opens
- 10:00 a.m. Walk and Fun Run starts (1 mile or 3.7 miles)
- 10:45 a.m. Lunch available
- 11:30 a.m. Awards and Raffle drawing

Team Challenges

- The team that registers the most team members by **April 22** wins a 12x14 **team tent**.
- The team that raises the most money by **April 22** wins a 12x14 **team tent**.
- Teams that raise at least **\$2,500** by **April 22** win a 10x10 **team tent**.

T-Shirt Pick Up

- 5/1: Optional pick up at Cancer Support Community, 10:00 a.m. to 4:00 p.m.
- 5/4: Pick up at Creve Coeur Park, registration beginning at 9:00 a.m.

Team Photos

- Will be taken between 9:00 a.m. to 10:00 am

Directions to Creve Coeur Park

Activities take place at Tremayne Pavilion located in Sailboat Cove.

Free Parking is available near the pavilion.

Take Hwy 270 to Dorsett Road and go west to Marine Ave.

Turn right (north) on Marine and continue to the north side of the lake to the sign for Sailboat Cove, on your left. 13725 Marine Ave.

Alternate Directions: Take Hwy 270 to MO-364 W via Exit 16 toward St Charles. (3.5 mi)

Take the Maryland Heights Expressway/MO-141 via Exit 17. (0.3 mi)

Turn right onto Maryland Heights Expressway. (1.9 mi)

Turn right onto Marine Ave. (0.3 mi). Sailboat Cove is on your right. 13725 Marine Ave

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