



Team Captain Guide
STEPS FOR HOPE
2022

walk, run, inspire

TEAM LEADER CHECKLIST

For more detailed information on how to create a team and fundraise - see page 5

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!

- Get a Team Tent: Teams that raise \$2,500 or more through donations, registrations, and sponsorships by **April 25** will have a reserved team tent and team banner at Steps for Hope!

Personalize your team page!

- Share: Be sure to share your fundraising page link to all potential team members and supporters! Find out how to personalize your page [here](#).

Recruit your team!

- Begin fundraising: Send emails inviting your friends and family (even your hair stylist!) to join or support your team! Make sure to follow up individually!

Use social media!

- Reach out: Send messages and share posts on Facebook, Instagram, Twitter, etc. to fundraise and recruit team members.
- **Don't forget to share Cancer Support Community's emails and Facebook posts!**
Facebook: <https://www.facebook.com/CancerSupportSTL/>
Twitter: https://twitter.com/CSC_St_Louis

Sell raffle tickets and Path of Hope tribute signs!

- Encourage your team: Sell raffle tickets - \$5 for one raffle ticket or \$20 for 5 raffle tickets. Sell Path of Hope signs - \$75 for one sign. A great way to honor or remember a loved one. Both are available online at www.cancersupportstl.org/events/steps-for-hope-walk

Meet your team at Creve Coeur Park for a day of fun on May 7, 2022!

- Team fun: If you raised \$2,500 or more be sure to bring supplies to decorate your team tent!

REGISTRATION

March 1 – May 4

\$25 – Minimum Registration *(t-shirt not provided)*

\$45 - Registration includes STEPS FOR HOPE t-shirt

(Register by April 12, 2022 to guarantee a shirt)

- Online Registration will close at midnight on May 4th.
- On-site registration available Saturday, May 7th beginning at 9:00AM at Creve Coeur Park for \$45 (no t-shirt).

Add a donation to your Steps for Hope registration for a chance to win!

- Every \$100 donation added to your registration gets you one entry into the drawing for a \$250 Visa gift card.
- Every \$50 donation added to your registration gets you one entry into the drawing for a \$100 Visa gift card.

Note: *Donation must be made **at time of registration**. Applicable to **online registration only**. Do not need to be present to win. Winners will be drawn at Steps for Hope on May 7.*

Pre-Event Important Dates

- **April 12:** Sponsor deadline to be included on event promotional material
- **April 12:** Deadline to register to guarantee a t-shirt
- **April 21:** Path of Hope tribute sign order deadline
- **April 25:** Last day for teams to qualify for team tent and banner at Steps for Hope *(Raise \$2,500 or more through donations, registrations, sponsorships to earn a team tent)*
- **May 1:** Online raffle tickets close
(Raffle tickets will be available for purchase at Steps for Hope on May 7th)
- **May 4:** Online registration closes at midnight
(On-site registration available May 7th at Creve Coeur Park for \$45)
- **May 4-5:** Early T-shirt pick-up at CSC from 9:00AM - 4:00PM

Day-of-Event

Saturday, May 7th

1 mile or 3.7 mile walk/fun run

In-Person at Creve Coeur Park

Sailboat Cove - Tremayne Shelter

13725 Marine Avenue

Maryland Heights, MO 63146

- Staggered start times beginning at 9:00AM
- Live DJ, kids' area, Louie, Path of Hope tribute signs, raffle, and more!

Directions to Creve Coeur Park

Activities take place at Tremayne Shelter located in Sailboat Cove. Free Parking is available near shelter. Follow the signs for Steps for Hope.

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

Five steps to a Successful Steps for Hope!

Step 1: Plan!

- Create your team at www.cancersupportstl.org. Go to “Events” Tab, Select “STEPS FOR HOPE WALK”, Choose the green “**START A TEAM**” button and then select [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!
- **Upload a picture**, write a sentence or two as to why you formed a team and be sure to include a **fundraising goal**!
- **DON'T FORGET!** You still have to let us know you're coming! [Register](#) for **STEPS FOR HOPE walk** and be sure to **credit your registration to your team**. **Staggered start times** begin at 9:00AM, please choose a time you would like to take your steps by clicking on the corresponding green button!
- Now **RECRUIT** family, friends, and neighbors! If you need a list of email addresses for past team members, contact CSC. We are happy to get you the information you need!
 - 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**.

Step 2: Inspire!

- **SHARE** your own story to inspire your team!
Inform them on where their contributions go and the big impact all the donations make for Cancer Support Community.
 - *“All proceeds raised from STEPS FOR HOPE stay in the Greater St. Louis area and help support programs and services offered at Cancer Support Community of Greater St. Louis.”*
 - *“All programs and services are offered, at no charge, to anyone impacted by cancer in our community.”*
- Use **EMAIL** and **SOCIAL MEDIA** to encourage registrations and donations!

Step 3: Fundraise!

- **Fundraising** starts with you!
 - Register, buy raffle tickets, buy a Path of Hope Sign. All immediate ways to achieve your goals.
- Encourage each team member to **raise money in addition** to registering!
 - Be sure to check out our registration incentives for when you add a donation to your online registration! (**see page 3 for more information**)

STEPS FOR HOPE
CANCER SUPPORT COMMUNITY OF GREATER ST. LOUIS

WALK. RUN. INSPIRE.
Saturday, May 7, 2022

YOUR TEAM NAME

You can customize these parts of your page!

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!

ABOUT STEPS FOR HOPE 2022

Join us for Cancer Support Community's 24th annual Steps for Hope, and *inspire* others to celebrate hope, honor loved ones and join in community on **Saturday, May 7, 2022!** This year, we will gather **in-person** at Creve Coeur Park to take **Steps for Hope** and extend support and compassion to those impacted by cancer in our community.

Walkers choose a 1 or 3.7 mile route in-person at beautiful Creve Coeur Park!

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

Register at 9:00AM **Register at 9:30AM**

Register at 10:00AM **Register at 10:30AM**

SUPPORTERS

- Buy a **Team Path of Hope Sign: \$75**
- Email your team regarding donation and registration goals.
- Encourage team members to **personalize** their fundraising emails, letters and Facebook posts. A **personal connection** matters!
- **Don't forget your social media contacts!** Use Facebook, Twitter, Instagram, etc. Generate excitement for the walk and encourage friends to sign up for your team. Be sure to share the link to your fundraising page.
 - Make it easy and SHARE Cancer Support Community's social media posts!
Facebook: <https://www.facebook.com/CancerSupportSTL/>
Twitter: [https://twitter.com/CSC St Louis](https://twitter.com/CSC_St_Louis)

Step 4: The Final Push!

- Last PUSH to raise final dollars - most donations come within the last 7 days of an event.
- Send last-minute reminders by email, social media or phone call.
- Send out a reminder with the date, time and location; include directions and what to bring.

Step 5: After the Walk!

- Thank your donors via email or snail mail with totals from your team and the event. Be sure to share how much their support means to you and Cancer Support Community!

How to raise \$500 in one week

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

