

# 6TH ANNUAL CELEBRATION OF HOPE WALK

# TEAM CAPTAIN PACKET



## What you'll find in this packet:

- ♥ Information on becoming a Team Captain
- ♥ Frequently Asked Questions
- ♥ Team Captain Checklist

# BECOME A TEAM CAPTAIN!

## What is a team?

A team is a group of people who come together to support the Celebration of HOPE Walk. It can be made up of family, friends, neighbors, classmates, co-workers, or members of your book club, place of worship, etc. Forming a team is a fun way to raise money for HOPE Sheds Light.

## Register your team online.

1. Go to [www.HOPEShedsLight.org/walk](http://www.HOPEShedsLight.org/walk)
2. Click on "Register or Donate to an individual or a team"
3. Click "Start a Team"
4. Enter your team name, team fundraising goal and contact information
5. Click "Start my Team"

## Ask your friends and family to join you as team members.

Ask them to register online under your team and start raising money.

## Tell your personal story.

Design your own fundraising page online. Tell everyone why you are participating in the Celebration of HOPE Walk. You can even post photos! Then, write letters or send emails to friends and family asking them to support your efforts. Tell them how easy it is to donate online or send you a check.

## Create your team identity.

Create a team T-shirt, buttons, bandanas or hats for your team to wear on walk day.

## Stay in touch with your walkers.

Stress the importance of fundraising to further the mission of HOPE Sheds Light.

## Stay in touch with the HOPE Sheds Light staff.

Let us know your fundraising challenges and successes. HOPE Sheds Light can give you ideas that have worked for other teams.

## Attend the Celebration of HOPE Walk.

Make sure your team makes a big impact with colorful shirts or accessories. Don't forget to bring all pledges and pledge forms to the walk.

# FREQUENTLY ASKED QUESTIONS

## **Q: Who should be the Team Captain?**

**A:** The person who is the most logical leader of the team and is able to give the most time to the project.

## **Q: Is there a minimum or maximum number of walkers on a team?**

**A:** We recommend that each team have at least five participants and a minimum fundraising goal of \$1,000.

## **Q: Can a team have more than one Team Captain?**

**A:** Yes! Typically, each Team Captain is responsible for 10 walkers. So, if your team is large, it's best to have multiple Team Captains.

## **Q: Can I walk if I don't form a team?**

**A:** Yes. We think you'll have more fun if you come as part of a team, but many walkers come as individuals.

## **Q: How do we raise money?**

**A:** Send an email to friends and family asking for their support. Donations can be made safely and securely online using your walk team fundraising page. If you collect checks, remember to bring them with you to the walk.

# TEAM CAPTAIN CHECKLIST

Use this checklist to ensure that you have completed all of the steps necessary to have a successful team at the Celebration of HOPE Walk this year!

- Register as Team Captain online at [www.HOPEShedsLight.org/walk](http://www.HOPEShedsLight.org/walk)
- Set a fundraising goal.
- Ensure that all team members have registered online before walk day.
- Set up your personal fundraising page on [www.HOPEShedsLight.org/walk](http://www.HOPEShedsLight.org/walk) and send regular reminders and messages to your team so excitement grows leading up to walk day.
- Involve your company/employer. Did you email your co-workers to join the team?  
Did you involve your boss to rally your company team?
- “Rally your team!” Conduct an internal kick off at your company or invite your family/friend team members to a barbeque or picnic.
- Encourage all team members to be active fundraisers to help further the mission of HOPE Sheds Light. Make sure that each walker sets an individual fundraising goal.
- Email or call team members regularly to let them know the details of Walk Day.
- Create team T-shirts, buttons, hats, bandanas, headbands, photos or a banner to increase your visibility on Walk day.
- Collect pledges/matching gift forms to bring to the Walk.
- Attend the Celebration of HOPE Walk!