

# TEAM CAPTAIN & FUNDRAISING GUIDE

# WALK to CURE Arthritis



# Welcome to Walk to Cure Arthritis

One in four Americans suffers from arthritis, including 300,000 children. Arthritis is the nation's #1 cause of disability. Our Walk to Cure Arthritis is the largest arthritis gathering in the world, celebrating our warriors, raising funds for research, resources and a cure. Much more than just a walk event, it's something even bigger than arthritis itself.

For 75 years, in ONE community after another across the country, The Arthritis Foundation has taken colossal steps to conquer this crippling disease. The funds you raise support life-changing research and resources that help you and others in your community live a life of Yes. Whether you're an Arthritis Warrior yourself or care about someone who is, join Walk to Cure Arthritis and be proud of the difference you're making!

You are key to the success of Walk to Cure Arthritis. We hope this guide will be a useful resource as you, too, become a Champion of Yes for those with arthritis. Thank you for your commitment.

## How to Get Started

1. First, register as an individual, or start a team. Find your event at [WalkToCureArthritis.org](http://WalkToCureArthritis.org).
2. Then set a fundraising goal. Aim high! We suggest a minimum goal of \$150 per person.
3. Next, and this is the most important part: Recruit friends and family to join your team.
4. Fundraise online via email or social media and in person every day in your community. You can even raise money quickly and easily by creating a Facebook Fundraiser through your fundraising dashboard.
5. Celebrate your success – and be there with your team at the Walk to Cure Arthritis!

## Easy Steps to Success

**FUNDRAISE IN HONOR OF SOMEONE.** Your honoree can be a co-worker, friend or family member with arthritis. Putting a face with the cause helps donors realize the impact of this disease.

**BE ENTHUSIASTIC.** Whether asking for a donation or for someone to join your team, your enthusiasm will be contagious. Friends, family members and everyone you know will want to support you.

**MAKE A LIST.** Make a list of everyone you see or contact on a regular basis. Don't be afraid to ask for a specific amount. Use our list of potential donors in this guide for inspiration! Also ask donors if their employer has a matching gift program.

**MAKE A DONATION.** Your potential donors will appreciate seeing that you have also donated, so consider making a donation as soon as you register to show your commitment to the cause.

**SAY THANK YOU.** Let your supporters know how grateful we are. Consider sending a handwritten thank-you note or at least a personal email to say thank you. With their help and yours, we are helping conquer everyday battles for one in four adults and 300,000 children with arthritis and related diseases!

### Who to Ask

- Bank
- Business vendors
- Church/clergy members
- College classmates
- Co-workers
- Daycare workers
- Dentist
- Dry cleaners
- Employer
- Florist
- Golf or sports partners
- Grocer
- Hair stylist
- Holiday card list
- Lawn care company
- Manicurist
- Mechanic
- Neighbors
- Office/apartment tenants
- Pharmacist
- Professional associations
- Relatives
- Social media connections
- Sorority/fraternity

## Putting the “Fun” in Fundraising

<b>Hold a drawing</b>	Sell tickets for the chance to win a prime parking space at work, or a half or whole day off, or the chance to be featured as a top employee in an internal newsletter.
<b>Change for change</b>	Ask your bank if you can place a coin bank at their teller windows. Coin banks are available from your local Arthritis Foundation office.
<b>Use your green thumb</b>	Sell succulents, fresh cut flowers or bouquets from your garden.
<b>Schedule a game night</b>	Host a Monopoly, poker, bingo or other game night, and charge admission.
<b>Cut out arthritis</b>	Ask your hair salon or barber shop if they will donate a percentage of proceeds from all services for a weekend to your team.
<b>Sell your career skill</b>	For example, if you’re a CPA, offer to do your friends’ taxes for a fee that goes toward your goal.
<b>Schedule a share-the-profit event</b>	Many local restaurants will give a portion of a day’s profits to a specific cause. Set this up with restaurant management and notify your friends and family to visit the establishment on the scheduled day.
<b>Turn a gift to you into a gift to the Foundation</b>	Ask family and friends to donate money on your behalf to the Arthritis Foundation instead of giving you presents at your upcoming birthday or anniversary.
<b>Matching gifts</b>	Many companies will give a flat donation, and many others have a matching gift program. These gift programs usually match donations given by employees. Be sure to approach your human resources department to learn the details.
<b>Dress-down days</b>	Ask your company and other companies to conduct a dress-down day for their employees. Designate a day, series of days or a week, and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day.
<b>Bake sale</b>	Hold a bake sale at work, church or school, or sell donuts, bagels and coffee in the morning.
<b>Snack bar</b>	Set up an inexpensive snack bar. Every day, employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks – with all the proceeds going toward your fundraising goal.
<b>Movie night</b>	Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.
<b>Raffles</b>	Ask a local merchant to donate a prize (restaurant gift certificate, TV/ DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling!
<b>Start a Facebook Fundraiser</b>	From your fundraising dashboard, click on Dashboard and select "Create a Facebook Fundraiser" and connect your Facebook page to your fundraising account. Once you post to your Facebook page, you'll see your fundraising grow!

## Online Fundraising

### Why fundraise online?

It works! Online fundraising is the easiest and fastest way to raise money. In minutes, you can set up your personal fundraising website and customize your page with photos and text. Upload your contacts and use the templates to send out emails asking friends to join your team or donate. You can also track your donations and send thank-you messages to donors. Customize the sample Facebook and Twitter messages and easily post about Walk to Cure Arthritis on your social media pages.

**Create a  
Facebook  
Fundraiser  
through your  
fundraising  
dashboard to  
quickly see your  
donations grow!**

### How does it work?

Once your registration is complete, you'll be directed to your Participant Center and prompted to customize your fundraising page. Click on Messages at the very top of the page to send your first email campaign to recruit teammates and raise money. Don't forget to create your Facebook fundraiser through your fundraising dashboard to easily raise money with just a few simple clicks.

### What is an email campaign?

An email campaign is a proven method of raising funds and recruiting teammates online. By sending emails through the Participant Center, you can communicate to many people at one time. Start by sending an email announcing your participation in Walk to Cure Arthritis and asking others to join your team or donate to your campaign. Later on, send a reminder email, letting friends and family know you still need their help. Or send an email update letting everyone know how your fundraising is going and what they can do to help. The more emails you send, the more success you will have raising funds online. Remember, the #1 reason people give is simply because someone asked.

### How will people find my webpage to contribute?

A link to your webpage will be attached to each email you send from your Participant Center. All they have to do is click on the link to go to your personal page, where they can donate, join your team and view the Walk to Cure Arthritis webpages. Your site will also have a personal URL you can customize – so it's easy to remember and easy to share with friends.

## How do I get started online?

**SIGN UP:** Visit [WalkToCureArthritis.org](http://WalkToCureArthritis.org), and select your local Walk to Cure Arthritis. You can join as an individual, or start or join a team.

**PERSONALIZE:** Personalize your fundraising website. Upload a photo of you, your team or your honoree.

**SPREAD THE WORD:** Send out emails or post to your social networks, and ask your friends and family to join your team or donate to help you reach your goal!



# Walk to CURE Arthritis | Team Captain Checklist

## FORM YOUR TEAM

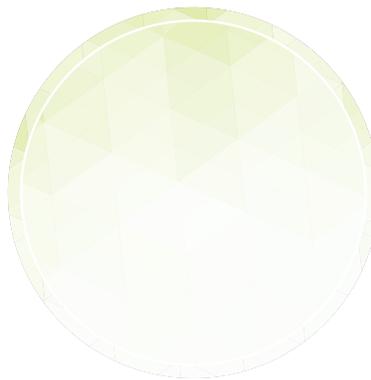
- Visit [WalkToCureArthritis.org](http://WalkToCureArthritis.org), select your nearest event.
- Click on Register and then create your account.
- Select a participant type, select "Create a Team" and the type of team you are forming. Then you'll enter your details to complete the registration process.
- Visit the Team Captain Prep Calendar section of this guide to learn more about when to form your team.
- Create a Facebook Fundraisers through your fundraising dashboard to quickly watch your fundraising grow.

## RECRUIT MEMBERS

- Recruit team members who want to have a good time and are willing to raise funds for the Arthritis Foundation. Set a goal to recruit at least five members on your first day.
- Ask each potential team member to join your team in person or with a personal message. Most people respond best when asked personally.
- Help all team members register by sending an email from your Walk to Cure Arthritis page or send a link via text

## FUNDRAISE

- Set a fundraising goal for your team and each member. Visit the Setting Goals section of this guide to learn more about how to set fundraising goals.
- Ask each team member to raise a specific amount of money to help achieve the team fundraising goal.
- Help each team member achieve their personal fundraising goal by encouraging them to start a Facebook Fundraiser through their participant center.
- Ask team members to ask their employers to match their donations.
- Provide your team members with the fundraising tools included in your Team Captain Kit. Make sure they understand they are expected to raise the minimum you set as individual fundraisers.
- Check out the Online Fundraising section of this guide for more details.



## LEAD

- Attend the Walk to Cure Arthritis kickoff to get critical event information, learn fundraising tips, turn in collected donations and find inspiration. The kickoff is a great place to meet and network with other people in your community who are passionate about fighting arthritis.
- Host regular team meetings to plan team fundraising activities and ensure your team members have everything they need to be successful.
- Communicate regularly via email, phone calls, texts and social media to coach and motivate your team members to reach their fundraising goals.
- Recognize those with arthritis and caregivers on your team, and encourage them to share their stories to inspire other team members.
- Thank team members for their time and commitment to the fight against arthritis.
- Motivate and encourage your members from start to finish.
- Recognize team members for progressing toward and achieving their goals.



**TIP FOR SUCCESS:** Take a few minutes to develop a list of 30 potential team members. List twice as many people as you will need.

- Look for busy people. They know how to get things done.
- Find people who are passionate about arthritis, especially those who have been affected by the disease.
- Ask people who like to participate in community events
- Visit the Your Partners page of this guide to learn more about team member responsibilities.

## Team Captain Prep Calendar

### NOW

- Download Team Captain Guide.
- Create a Facebook Fundraiser through your fundraiser dashboard to quickly grow your fundraising
- Update your personal and team fundraising pages.
- Add the email badge to your email signature. Instructions are available in the Participant Center.
- Recruit team members.
- Set your team and personal fundraising goals.
- Login to the Participant Center to start your fundraising (send emails, post to social media).
- Brainstorm team fundraising ideas.

### FEBRUARY - MARCH

- Follow up on fundraising emails and letters.
- Post to social media as a way to recruit team members and fundraise.
- Assign tasks to team members. These could pertain to recruiting and fundraising.

### SIX WEEKS OUT

- Share plans for the day with friends and family. Invite them to join your team!
- Continue to post to social media (recruiting and fundraising).
- Promote your event by posting signs and flyers throughout your community.

### WEEK OF WALK TO CURE ARTHRITIS

- Send out reminders to your team (schedule, location, last-minute fundraising ideas).
- Send emails asking for donations.
- Promote Walk to Cure Arthritis on social media using #WalktoCureArthritis.

### WALK TO CURE ARTHRITIS

- Have fun!
- Frequently update your progress throughout the day on social media using **#WalktoCureArthritis**.
- Send emails asking for donations.
- Thank your donors and participants.

### February

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

### March

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			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

### April

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### May

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## An Ask in 5 Easy Steps

1. **SHARE THE NEED.** Example: "Arthritis steals everyday joys and long-term dreams. It induces a spirit of No and I need your help to turn that around."
2. **EXPLAIN WHY IT'S IMPORTANT TO YOU.** Example: "My wife is one of those people. Every day, I watch her struggle with the pain and challenges of arthritis. I am committed to being her Champion of Yes."
3. **SHOW WHAT YOU'RE DOING ABOUT IT.** Example: "I'm doing the Walk to Cure Arthritis to put the spotlight on arthritis and raise funds for a cure."
4. **ASK YOUR DONOR TO TAKE A SPECIFIC ACTION.** Example: "Will you make a \$60 donation to support my wife and more than 60 million other Americans who have to deal with the effects of this debilitating disease every day?"
5. **PAUSE AND LET YOUR DONOR ANSWER.**

### Fundraising Recognition

- Raise \$100 and you'll receive a Walk to Cure Arthritis T-shirt!
- You can earn fantastic recognition items for your fundraising efforts, and you'll earn even cooler items the more you raise!

## FAQs

### **What does the Arthritis Foundation do with the money?**

The Arthritis Foundation has consistently put at least 75 percent of resources toward our mission year after year, meeting the voluntary health care industry standard. We are focused on finding a cure and championing the fight against arthritis with life-changing information advocacy science and community connections.

### **Do I have to type in all of the email addresses of my friends and family?**

No. You can upload your personal address book. The import wizard will guide you through the process.

### **Is it safe to use my credit card online? What about privacy?**

Yes, online donations made to your fundraising page are secure. The Arthritis Foundation processes online transactions using Secure Socket Layer (SSL) to make sure your credit card information, passwords and personal information are secure.

### **How can online donors get a receipt for their donation?**

Donors will automatically receive a confirmation email when the transaction is processed. This email should be saved or printed out for tax purposes.

### **How will I know if someone has donated to my fundraising page?**

You will receive an email notifying you when someone makes a donation. You can also login to the Participant Center and you will see all donations made to your page. Click on Donations from the top menu to view who has donation and how much they gave.

### **Some people are not comfortable donating online. Can they still send in their donations?**

Yes. Although donating online is often more secure than conventional postal methods, some people feel more comfortable sending in a check. Please ask them to make the check payable to the Arthritis Foundation, and to include your name and event location so their donation can be credited to your fundraising total.

### **When someone makes a donation online, will they receive an automated thank-you letter from the Arthritis Foundation?**

Yes, everyone who donates online will receive a thank-you email on behalf of the Arthritis Foundation. For donations received offline, the Arthritis Foundation will send a hard copy tax letter in the mail. You should also send them a personal email thanking them for helping you get one step closer to your goal!

### **I have also received cash and checks from supporters. How can I get these to show up on my fundraising page?**

You can record offline donations in your Participant Center. Just click on "Donations" from the top menu, select "Add Offline Donation" and complete the offline donation information. Mail any check donations to the Arthritis Foundation 1355 Peachtree Street, Suite 600, Atlanta, GA 30309. Include the event name and your team name.

## Facts About Arthritis

- Arthritis is a serious and growing health crisis – impacting nearly 60 million people and 300,000 children. It's America's #1 cause of disability.
- Two-thirds of people with arthritis are under age 65.
- Unless we stop arthritis, an estimated 78 million Americans – one in four – will be diagnosed by the year 2040.
- One in three U.S. military veterans has arthritis, and osteoarthritis is the most common cause of disability and separation from military service.
- Arthritis costs our economy \$304 billion in total medical costs and earning losses, and the loss of 172 million work days annually.