



Welcome Team Hope Walker!

Team Hope is HDSA's signature grassroots fundraising campaign designed to provide hope and help for those touched by this devastating disease.

Proceeds from The Team Hope Walk Program support the Huntington's Disease Society of America's (HDSA) mission to improve the lives of people with Huntington's disease (HD) and their families. HDSA is the premier nonprofit organization dedicated to improving the lives of everyone affected by Huntington's disease. From community services and education to advocacy and research, HDSA is the world's leader in providing *help for today, hope for tomorrow* for people with Huntington's disease and their families. In the battle against HD, no one fights alone. At HDSA, Family is Everything!

As you embark on your Team Hope journey, these materials will assist you through every step of your experience by providing you with information about HDSA, Team Hope, promotional resources, and fundraising ideas to ensure a successful campaign.

With the funds that you raise, you will make HDSA's care, education, advocacy, and research programs possible in both your local community and across the country. Recruit your family members, friends, co-workers, and everyone else in your community to walk with you in the fight against Huntington's disease!

For questions please reach out to your Team Hope Contacts at 212-242-1968 x233

Neekia Davis: ndavis@hdsa.org

Nancy A. Rhodes: nrhodes@hdsa.org

Thank You for your continued support of the HDSA mission!

Ready to Register for Team Hope?

Thank you for bringing your energy, enthusiasm, and encouragement to the Team Hope Walk.

Ready, Set, Go...

Getting Started

- Step 1:** Register - Create your walker or team page. Visit www.hdsa.org/teamhope and complete the registration process for your nearest Team Hope Walk.
- Step 2:** Set your fundraising goal and personalize your page - Your fundraising page is your place to tell the world why you're walking, and fundraisers who customize their page raise twice as much as those who don't. Add a picture, tell your story, and customize your URL. If you're starting a team, set your team goal, and encourage your teammates to raise at least \$100 each to reach it!
- Step 3:** Exceeding your fundraising goals is easy – all you have to do is ask! Invite your friends, family members, co-workers, etc. to donate or join you, and make sure everyone who's walking gets registered.
- Step 4:** Use emails and your social media accounts like Facebook, Twitter, Instagram and LinkedIn to send out mass messages! When you invite people to join you or make a donation don't forget to include your walker link to make it easy for them. Remind your friends and family that if they can't join you on the day of the walk, they can still support you by donating!
- Step 5:** Host workplace or school wrap around events such as selling Hoops or Heart Pin-Ups, Brew Days and more!

Lead by Example

- ◆ **New for 2019** – Raise \$1K (online donations only) by the Monday before the walk to become part of the Team Hope Inspiration Club and your name will be announced on walk day in front of the crowd, your name will be e-blasted in Team Hope communications and you will receive a special token of our appreciation at the event.
- ◆ Inspire your friends and family members through setting an ambitious fundraising goal and beginning your fundraising early. Make a donation to your fundraising page, and encourage your contacts to match that donation.
- ◆ Be positive and share your progress with your supporters. Send out weekly notes to let them know how your fundraising is going, and to thank them for having such a big impact on the HDSA mission.
- ◆ Inspire competition. Try to get a company or local business to donate a prize item or gift card and use it as a prize for your top donor.
- ◆ Double Your Donations – Many companies have Matching Gift Donations that will double or triple your donor's donation. Don't forget to ask your friends if their company has this program in effect.

Offline Donations

Do you have offline donations (cash or checks)? Don't hold onto them. Send them to the Regional Staff contact with a note to credit your walk page and please list the walk site using the Team Hope Mail-In Donation Form. Convert cash to a check or money order, and list the names and amounts donors gave you.

Make the Ask

You won't get a donation unless you ask for a donation! And guess what... you'd be surprised at how many people you know, without even realizing it. Check out the suggestions below on who you might ask for a donation:

- | | | | |
|-------------------|------------------|----------------|--------------|
| Mom | Uncle | Your Employer | Clinics |
| Vet | Dad | Cousin | Doctors |
| Dentist | Contractor | Sibling | Grandparent |
| Bank | Rehab Center | Dry Cleaner | Mail Carrier |
| Teacher | Coach | Hospital | Neighbor |
| Aunt | Co-Worker | Vendors | Church |
| Small Businesses | Your Gym | Alumni Network | Book Club |
| Holiday Card List | Volunteer Groups | Dentist | Dog Walker |

Ten Day, \$200 Challenge!

Raise \$200 in 10 days with these easy steps

Day	Ask Your	Amount
1	Parents	\$20
2	Brother/Sister	\$20
3	Aunt/Uncle	\$20
4	Grandparents	\$20
5	One Friend	\$20
6	One Coworker	\$20
7	Your Employer/Supervisor	\$20
8	Your Neighbor	\$20
9	Your Doctor	\$20
10	Your Dentist	\$20
	Total Raised	\$200!!

Sample Social Media Posts

Thanks to your own personal Team Hope website, it is easier than ever to utilize social media for your fundraising efforts. The majority of fundraising is done online in today's hyper-connected and wired world, and you can link your personal fundraising page directly with your social media accounts, like Facebook and Twitter.

Make sure you are posting consistently on social media And don't be discouraged if you don't get donations right away. Statistically, it takes 6 views of a post before someone will take action and donate. So just keep posting! Some great examples of posts to copy and paste are below:

\$50 funds one monthly volunteer-led HD Caregiver support group – support me as I walk to support the mission of HDSA by donating here: [INSERT YOUR PERSONAL FUNDRAISING PAGE]

Over 30,000 people in the US currently have Huntington's Disease, and I am walking for them. Please support me with a donation today! [INSERT YOUR PERSONAL FUNDRAISING PAGE]

HDSA employs 70+ social workers nationwide to lead support groups and offer resources to families affected by HD. I am walking in the Team Hope Walk to help continue these amazing services. You can contribute with a donation today. [INSERT YOUR PERSONAL FUNDRAISING PAGE]

There are currently 160 HDSA Support Groups across the country, and I am walking in the Team Hope Walk to make sure they have the resources they need. Make an impact with a donation today: [INSERT YOUR PERSONAL FUNDRAISING PAGE]

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, consisting of the word "twitter" in white lowercase letters and the Twitter bird icon in white on a light blue rectangular background.The LinkedIn logo, consisting of the word "Linked" in white lowercase letters and the "in" logo in white on a blue rectangular background.

Letter Writing Campaign

Writing to everyone you know is still one of the best ways to ask for a donation – regardless if you send the letter via postal mail or e-mail. In the letter, share your personal story (if you feel comfortable sharing it), include a picture of you and your family, inform people about HD and HDSA, and ask for a donation to support you or your team. Once you have written a heartfelt letter, make copies of it, personalize it to each recipient, and send it out to everyone you have an address or email for. You can also send out via postal mail to your holiday card list!

Helpful tip – you can do this through your Participant Dashboard! All you have to do is upload your email contacts and then e-blast out the letter! Check out the screenshots below for instruction.

Need some help writing your letter? Check out the two sample letters on the next two pages!

Dear Friends,

HD is a devastating, hereditary, degenerative brain disorder that results in a loss of cognitive, behavioral and physical control, and for which, presently, there is no cure. Over 30,000 people in the United States currently have Huntington's disease (HD), and 250,000 are at risk.

I am one of those numbers – I am a face of HD. I recently tested for HD and found out that I am HD positive, which means that one day I will become symptomatic. And while I may know a tough road lies ahead for me, I will not walk down it quietly.

On INSERT DATE, I will walk in the INSERT CITY Team Hope Walk to raise awareness about this disease and raise as much money as I can to support the programs and services of the Huntington's Disease Society of America (HDSA).

I ask all of you to walk with me. Please visit my personal fundraising page at (*insert your personal fundraising page link*) and register as a member of my team. If you cannot walk with me, please consider a donation to my fundraising page. Every donation helps make a difference!

\$1	<i>Sends a Fast Facts Information Packet to a newly diagnosed HD patient.</i>
\$5	<i>Provides a Law Enforcement Tool Kit to educate Law Enforcement Officials or First Responders about how to recognize HD and how to resolve potentially dangerous situations.</i>
\$50	<i>Funds one monthly volunteer led HD Caregiver support group.</i>
\$100	<i>Supports a Social Worker-led HD Patient support group for one month.</i>
\$250	<i>Allows an HD family of four to attend a local Educational Conference.</i>

Thank you so much for all of your support!

All the best,
YOUR NAME

Dear Colleagues,

As many of you know, I will be walking in the ENTER CITY NAME Team Hope Walk on ENTER DATE to raise awareness about Huntington's disease (HD). HD is a devastating, hereditary, degenerative brain disorder that results in a loss of cognitive, behavioral and physical control, and for which, presently, there is no cure. Over 30,000 people in the United States currently have Huntington's disease (HD), and 250,000 are at risk.

I am reaching out to all of you to join my corporate team for the walk. By joining my team and walking with me, you can help raise awareness about HD as well as raise vital funds to support the mission of the Huntington's Disease Society of America (HDSA). HDSA works in local communities across the country by offering:

170+ Support Groups in local communities around the county.

70+ Social Workers across the country to provide help and hope to the HD community.

49 Centers of Excellence which provide people with HD and their families comprehensive medical, psychological and social services, in addition to physical and occupational therapy and genetic testing and counseling.

Educational resources for HD families, medical professionals and the general public.

Please join me as I walk for help for today and hope for tomorrow. INSERT YOUR PERSONAL FUNDRAISING PAGE

Best,

YOUR NAME
Team Name



Putting the Fun in FUNdraising

Remember – this is supposed to be FUN! We have some great out-of-the-box fundraising ideas for you.

What's your favorite hobby? Do you love to bake? Maybe you like to play bean bags. Maybe a bake sale or bean bag tournament is right up your alley! Let's find a way to turn your favorite things into a way to raise money for the HDSA!

- **Restaurant Fundraisers:** Satisfy your hunger and raise a portion of proceeds from the night for HDSA! Restaurant fundraisers are a great way to raise money by dining out. All you have to do is visit your favorite local restaurant and ask the manager if they would be willing to donate a percentage to HDSA. Most restaurants have some type of program in place for this, and will likely create flyers or coupons that people must bring in and show so that a percentage of their check should be donated to HDSA. Buffalo Wild Wings, Pizzeria Uno, and California Pizza Kitchen are common chain restaurants that have done restaurant fundraisers for HDSA in the past.
- **Pin-Ups:** Pin-ups are great way to raise awareness throughout your community while collecting donations. HDSA's signature pin-up campaign in Hearts for Huntington's. Simply visit local business in your area, like drug stores and grocery markets, and ask the manager if they'd be willing to sell Hearts at their cash registers and checkout counters. Customers make a small donation and then sign their name on the Heart or the Hoops, which the business then hangs or tapes to their windows or on a display wall. Contact your regional staff member for pin-ups.
- **In Your Genes:** In Your Genes is another great idea for the office. Speak with your supervisor to ask if they'd be willing to allow anyone who makes a donation to HDSA during a specific week to dress down on that Friday.
- **Penny Wars:** A little competition never hurt anyone! Penny wars are especially fun to do at your company or at schools. Pick a specific week and then ask different departments (or classes if you're doing this at a school) to compete to see who can collect the most pennies in their penny jar for HDSA in that week. Spice up the competition and offer a prize to the department or class that wins – like a pizza party or casual Friday!
- **Car Wash:** It's a time-tested method that is always a blast – have a car wash! Pick a day that your team members can devote a few hours of their time to washing cars for a suggested donation to HDSA. Be sure to promote the car wash a few days in advance on your social media accounts and get together the night before to create signs to hold up and lure in passing cars!
- **Pizza Lunch/Ice Cream Social:** Plan a pizza lunch at your office or school where a local pizza shop donates a few pies and then you sell them for a few dollars a slice. You can top off the lunch with an ice cream social as well! Invite your executives or Principal to scoop and serve the ice cream to employees or students who make a donation.

Workplace Fundraising

The office is a great place to raise funds. Approach your employer with the following fundraising ideas.

Employee Contributions: Most businesses and nearly all large corporations have an employee giving program where employees can allocate a portion of their paychecks to a non-profit organization. Promote HDSA to your team members and encourage people to donate to HDSA through their payroll deductions!

Matching Gifts: Many companies have a matching gift program. Some companies match 2:1, some match 3:1 and every now and then some companies will match employee donations 4:1! Just remember – your company won't match unless you tell them you donated, so be sure to check with your company's HR Department on what matching gift forms you need to submit to ensure your donation is matched (and don't forget to hand it in on walk day!). When you send thank you notes to your donors, remind them to see if their company has a matching gift program as well. They'll be excited to double (or triple!) their impact.

Get Your Executives Involved: Approach your CEO or another executive at your business or company and ask them host a kick-off party in the office leading up to the walk. This is a great way to introduce your management team to Huntington's disease and raise awareness in your company about HD to support the mission of HDSA.

Corporate Sponsorships: Approaching your company's management team can also open up the doors to corporate sponsorship for your team and even for the Team Hope Walk in general. Ask for a meeting with your supervisor or Community Relations Department (if your company has one) to inquire about how to apply for a sponsorship and ask for advice on how to be successful!

