

## Contact Information & Resources

- Walk Website:** [walktoendlupusnowcpa.org](http://walktoendlupusnowcpa.org)
- Chapter Website:** [lupustristate.org](http://lupustristate.org)
- Facebook:** [facebook.com/LupusTriState](https://facebook.com/LupusTriState)
- Twitter:** @LupusTriState
- Instagram:** @LupusTriState
- Contact Email:** [info@lupustristate.org](mailto:info@lupustristate.org)
- Headquarter Office:** 101 Greenwood Avenue, Suite 200  
Jenkintown, PA 19046  
1- 866-517-5070 Toll-Free (in PA, NJ & DE)  
215-517-5070

*Help us recruit **500** participants and raise **\$30,000** to support the individuals living with lupus in Central Pennsylvania!*



Help us solve the cruel mystery.



## Team Captain Kit 2018

**3rd Annual Walk to End Lupus Now™**

**Central Pennsylvania**

**Sunday, April 22, 2018**

**Harrisburg, PA**

**9:00AM Registration**

**10:00AM Start**

**WALK  
TO END  
LUPUS  
NOW™**

**LUPUS™**  
FOUNDATION OF AMERICA  
PHILADELPHIA TRI-STATE  
CHAPTER

## What is the *Walk to End Lupus Now*?



The largest lupus walk program in the country, the Lupus Foundation of America's *Walk to End Lupus Now*<sup>™</sup> brings communities together to raise money for lupus **research and support services**, increase **awareness** of lupus, and rally **public support** for those who suffer from its brutal impact.

Lupus has no known cause and no known cure, but affects an estimated 1.5 million Americans and 5 million people worldwide. Despite its widespread prevalence, lupus research funding and awareness of its brutal impact remain low.

### **Together, we are taking steps to End Lupus Now.**

As a Team Captain, you are a key volunteer in this fight against lupus. It is your responsibility to **Register, Recruit and Raise Funds**: register yourself to walk; recruit team members through work, friends, family, school, etc.; and ask others to donate. Remember, we all share the same vision of a world without lupus. By raising funds, you are supporting programs, education, services, and critical research to end lupus!



## Additional Event Information

### Is the event family friendly?

Strollers and children of all ages are welcome! Please make sure all children are registered, we want to know how many people to expect!

### What about dogs?

Friendly dogs on a leash, who are comfortable in large crowds, with potentially loud noises are welcome! Only you know if this event is right for your dog!

### Volunteer Opportunities

We rely on our dedicated volunteers to make sure that the Walk runs smoothly! Register online to volunteer or contact the Chapter to learn more about volunteer opportunities available before, during and after the Walk.

### Parking & Directions

Parking can be found on City Island.

**From Williamsport and Points North:** Use US-11 S/US-15 S towards Harrisburg. Take the exit onto US-22 E/US-322 E toward Harrisburg. Take exit towards Linglestown and turn right. Turn left onto N. Front Street. Take N. Front Street to Market Street and turn right onto Market Street Bridge. City Island is located off of the Market Street Bridge.

**From Baltimore and Points South:** Use I-83 North. Take exit toward Lowther Street (in Lemoyne, PA). Turn left onto Lowther Street. Turn left onto S. 3rd Street. Turn left onto Market Street and continue onto Market Street Bridge. City Island is off of the Market Street Bridge.

### In Case of Rain

The *Walk to End Lupus Now*<sup>™</sup> Central PA takes place rain or shine! Please be sure to collect donations from any team members who may not be able to attend in the case of inclement weather. The LFA reserves the right to cancel the event in extreme circumstances. All participants would be notified via email.

# Tips & Trick for Fundraising

- **Recruit & Set a Goal** - Strive to recruit 10 walkers each raising \$100 -you're already at \$1,000! Increase your team and walker goal if you exceed them. People are more likely to donate to you if you have not reached your goal.
- **Share Your Story** - Add pictures, videos and personalized content to your fundraising page. Encourage your team to do the same. **If no one shares, NO ONE CARES! Your story will inspire others!**
- **Recruit a Co-Captain** - Ask a family member, best friend or co-worker to help manage your team and encourage fundraising.
- **Host a Kick-Off Party** - At your place of work or at home with your friends and family. Keep it simple, motivational and fun!
- **Reach Out to ALL Your Contacts** - Send your story to everyone you know. Ask your closest contacts to forward your email to their contacts. Not only are you raising funds, but you are also raising awareness of lupus.
- **Take Advantage of Social Media** - Link your social media accounts to your Fundraising Page to keep friends and family up to date.
- **Design a Team T-Shirt for Walk Day** - Make this a prize for your team members who raise at least \$25-\$50.
- **Place Walk posters and rack cards everywhere** - Promote the event and raise awareness at work and in your local community.
- **Host a Fundraising Event** - Raise funds by hosting a bake sale, BBQ, car wash, or charity night at your favorite restaurant.
- **Matching Gifts Program** - Many companies will match the charitable donations made by their employees. Encourage your donors to check with the Human Resources Department at their employer to see if there is a matching gift program. Often this is a simple process that leads to your donated dollars quickly doubling!

## Team Captain Check List

- Register your team and yourself.
- Read your Team Captain Kit!
- Recruit friends and family to join you! Make sure they sign up online or over the phone under your team name!
- Make a personal contribution to show your team and community your commitment to ending lupus.
- Ask your team members to make a personal contribution.
- Share why you are walking! Update your personal and team fundraising pages with your story. Share on social media!
- Fundraise! Ask friends, family, neighbors, co-workers to make a donation.
- Hold a Team Fundraiser! (More info in packet.)
  - Submit application to office.
  - Event date \_\_\_\_\_
- Walk on Sunday, April 22nd and experience the transformative power of community!

# Event Details

**When: Sunday, April 22, 2018**

- ~ Check-In/On-Site Registration opens at **9:00 AM**
- ~ Opening Ceremony and Awards Presentation will begin promptly at **9:45 AM**
- ~ Walk begins at **10:00 AM**

**Where: City Island | Carousel Pavilion**

Off the Market Street Bridge, Harrisburg, PA 17101

**Route: City Island, Walnut Street Bridge, Front Street**

There will be two route options, ranging from two to four kilometers.

**Pre-Registration:** Online at [walktoendlupusnowcpa.org](http://walktoendlupusnowcpa.org), by mail, or by fax. Closes on **Tuesday, April 17th at 11:59 PM.**

**On-Site Registration:** If additional friends and family would like to walk with your team after Pre-Registration closes, they are welcome to register at On-Site Registration on Walk Day.

**Check-In:** There will be a check-in area for individuals and teams. To prevent congestion in the check-in area, **ONLY** Team Captains will be able to check in their team.

**Incentive Pick-Up:** All participants who raise \$100+ will receive a ticket to redeem for their Commemorative Walk T-shirt. Team Captains will receive tickets at check-in for team members who have earned shirts and other incentives.

# Manage Your Profile & Page

https://www.supportlupustristate.org/index.cfm?fuseaction=donorDrive.event&eventID=590

Your Page Team Page Dashboard Donations Messages Resources

Welcome, Annette 53

Home Check Home About Lupus About Us Get Involved

REGISTER DONATE

Events Services Ways to Give

WALK TO END LUPUS NOW

DISCOVER YOUR POWER

CENTRAL PA  
HARRISBURG, PA

3rd Annual Walk to End Lupus Now CPA

REGISTER NOW! DONATE TO THIS EVENT

GET THE WORD OUT

Share 0 Tweet

in Share G+

Event Details

When you log in, you will see the black tool bar at the top of your screen. This is your Fundraising Dashboard. From your dashboard, you can click on the links to:

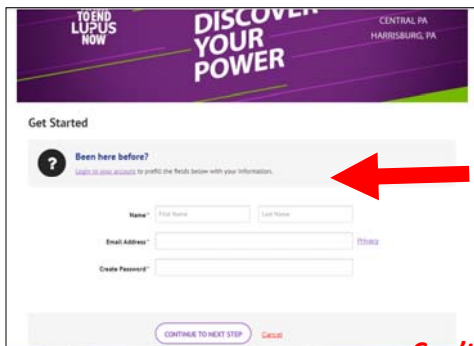
- Edit/Personalize Your Fundraising Page,
- Edit/Personalize Your Team Page
- Register Additional Participants
- Link to Your Social Media Accounts
- Thank your Donors
- Add any offline donations you have collected

Call us or email [info@lupustristate.org](mailto:info@lupustristate.org) for help/questions!



# How to Register

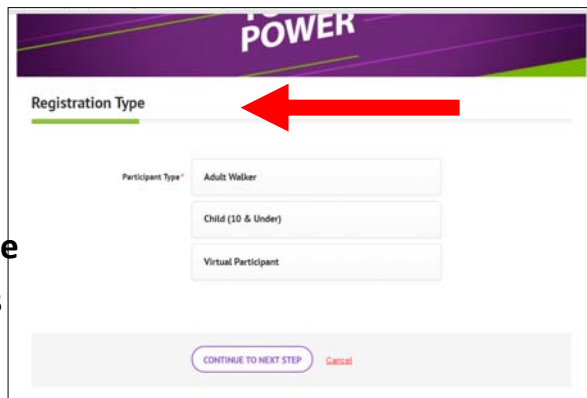
1. Visit [www.walktoendlupusnowcpa.org](http://www.walktoendlupusnowcpa.org) and click, **REGISTER NOW!**



3. If you have registered before, **LOG IN** at this point! Continue through the rest of the registration questions.

*Can't remember your e-mail or log in?  
Having trouble with registration?  
Call the office! 215-517-5070*

2. Select your registration type and continue...on the next screen you will create your team if you are the captain. Your members will "join" your team.



## Important Dates & Deadlines

### Monday, February 26 - Sunday, March 4

- Team Week (More info under awards and incentives.)

### Monday, March 12th

- Pre-Walk Donation #1 Form Due

### Monday, April 9th

- Pre-Walk Donation #2 Form Due
- Team Logo Placement on T-Shirt Deadline
- Course Marker Sign Wordage Due

### Tuesday, April 17th @11:59pm

- Pre-Registration Closes

### Sunday, April 22nd—WALK DAY!

- On-Site Registration and Team Captain Check-In opens at 9:00am.

### Tuesday, May 22nd @ 11:59pm


- Deadline to raise money for a fundraising award.

# Awards & Incentives

## Awards & Incentives

### RAISE

### EARN

\$25+	Participant earns <b>Walk to End Lupus Now Sun Visor</b> (earned for individual efforts and is not based on team totals)
\$100+	Participant earns <i>Walk to End Lupus Now™</i> Event T-shirt 
\$250+	Course Marker Sign (1 sign is earned per increment of \$250 raised by deadline)
\$500+	Team or Company Name/Logo on back of Event T-shirt (if raised by deadline)
\$1,000+	Trailblazer Award, Circle of Friends
\$2,500+	Silver Level, Circle of Friends
\$5,000+	Gold Level, Circle of Friends

**Team Participation Award:** Given to the team with the most members in each category: Friends and Family, Corporate, and Community Service.

**Team Challenge Award:** Awarded to the team that raises the most money in each category: Friends and Family, Corporate, and Community/Civic.

**Highest Individual Fundraiser Award:** Team members as well as individuals are eligible for a great prize!

**Presentation:** Prior to the Walk, we will announce the winners and distribute awards for Team Participation and Team Week. Fundraising Awards will be announced 30 days post-Walk.

# Awards & Incentives Cont.

## Trailblazer Award, Circle of Friends

The Trailblazer Award honors all individual fundraisers who have reached \$1,000 or more, or Team Captains whose team has fundraised a\$1,000 or more. Trailblazer Awards, a commemorative medal and a certificate will be awarded on Event Day during the awards ceremony, and mailed if earned after the event.

## Circle of Friends Awards

Circle of Friends certificates will be mailed after the event is closed (30 days post-event). There is no limit to the number of participants that can receive certificates. Teams, team members, and individuals will receive certificates of achievement for the highest Circle of Friends level achieved only. Circle of Friends Awards will also be posted on [www.walktoendlupusnowcpa.org](http://www.walktoendlupusnowcpa.org).

Circle of Friends recipients will be honored at our Annual Meeting, which is held every December in Philadelphia.

## Course Marker Signs

Course Marker Signs (CMS) line the path of our walk. They can be messages of support, remembrance, gratitude, or any message you would like. CMS are earned for each \$250 increment an individual or team fundraises. You can submit your wordage through the forms provided in this packet or by visiting: <https://lupustristate.wufoo.com/forms/course-marker-sign-request/>. (Link also on website.)



## Team Week (Monday, February 26 through Sunday, March 4)

Team Week is our gift to you! Each day from Monday, February 26 through Sunday, March (with the final day running from Friday through Sunday) will host a daily registration or fundraising contest! Two Grand Prizes, VIP Tents on Walk Day, will be given to the teams with the Most Funds Raised, and most Participants Added during Team Week!