



Walk For Lupus Now 2008 Team Captain Guide

**Southeast Florida Chapter
October 2008**



About Lupus

- ◆ Lupus is a chronic, potentially life-threatening autoimmune disease that can cause damage to virtually any organ in the body, especially the skin, joints, blood and kidneys.
- ◆ Throughout the country, there are an estimated 1.5 million people living with lupus.
- ◆ More than half of the people with lupus suffer four or more years and visit three or more doctors before receiving a correct diagnosis.
- ◆ Late diagnosis and delayed treatment contribute to significant tissue damage leading to organ failure, disability and death.
- ◆ Based on a nationwide poll in April 2005, two out of three Americans know little to nothing about lupus.
- ◆ Although lupus can occur at any age, and in either sex, it is a disease that discriminates - 90% of people with lupus are women in the prime of their lives. Lupus is also more prevalent in African Americans, Hispanics, Native Americans and Asians.

About the Lupus Foundation of America

- ◆ The Lupus Foundation of America (LFA) is the nation's leading non-profit voluntary health organization dedicated to providing programs and services to individuals with lupus and their families. The Lupus Foundation of America has 300 chapters and support groups in 32 states.
- ◆ The mission of the Lupus Foundation of America is to improve the diagnosis and treatment of lupus, support individuals and families affected by the disease, increase awareness of lupus among health professionals and the public and find the causes and cure.
- ◆ The Lupus Foundation of America and its Chapters energetically pursue this important mission with five program objectives designed to:
 - Heighten public awareness of the causes and consequences of lupus.
 - Support individuals with lupus, their families and caregivers.
 - Provide direct financial support to researchers.
 - Advocate increased public and private sector support for biomedical research on lupus.
 - Translate research findings into medically-sound information and programs for physicians and other healthcare professionals.

About the Southeast Florida Chapter

Lupus Foundation of America, Southeast Florida Chapter, Inc. provides ongoing support, information and hope to any persons touched by lupus.

To this end, the Chapter:

- Encourages research to discover the causes and improve the methods of diagnosing, treating, curing and preventing lupus;
- Promotes programs of public and professional education about lupus;
- Provides patient education and encourages support and understanding for individuals impacted by the disease;
- Promotes the exchange of knowledge about lupus and cooperates with health professionals to improve the standards of diagnosis, care, services and treatment of those impacted by lupus;
- Represents those who have lupus, their families, friends and associates and serves as their spokesperson and advocate;
- Provides and advocates for such services that would benefit and improve the health and welfare of lupus sufferers; and raises, disburses and administers funds in order to accomplish all of the above.



About Walk for Lupus Now

- ◆ The signature event of the Lupus Foundation of America.
- ◆ A non-competitive Walk that encourages a healthy activity while raising funds to support the programs and services of the LFA and its network of Chapters.
- ◆ Walk for Lupus Now takes place in more than 50 communities nationwide.

Corporate and Family & Friends Teams

What is a team?

A team is a group of fundraising walkers who join together under a Team Captain to raise funds for the Walk for Lupus Now. Teams can be any size, although the LFA encourages Team Captains to aim for a minimum of 10 members. Teams can be made up of family, friends and co-workers. Teams typically come up with a meaningful name and often design a Team T-shirt to be worn on the day of the Walk.

Who can be a Team Captain?

Anyone can be a Team Captain! The best Team Captains are energetic, enthusiastic and motivated. Large organizations will often have multiple teams and compete against one another.

What does a Team Captain do?

Successful Team Captains begin with two goals - a monetary goal and a "people" goal. Each walker is encouraged to raise at least \$100, so strive to recruit 10 fundraising walkers who together raise \$1,000. Team Captains should motivate their members, encourage fundraising and share important information as it is received from our Chapter. They should also maintain frequent contact with their members to ensure success.

How do I get started?

1. Go to www.walkforlupusnowfl.kintera.org to register your team or have each member complete and mail in an Event Registration Form found in the Walk brochure.
2. If using the online option, set up your team page (see page 7 for instructions).
3. Invite others to join your team - be sure to share your goals and why you are a Team Captain.
4. Utilize samples and ideas provided in this Guide to motivate your team members.
5. Check on the progress of your team members; share fundraising ideas provided in this Guide.
6. Design a Team T-shirt!
7. Collect all monies raised by your team members and mail prior to the Walk or bring to the Walk.
8. Have FUN and feel good knowing that you are playing an important role in improving the lives of those with lupus.

Four Steps to Success

Step 1 - Set a Team Fundraising Goal: Most people work harder when they have a specific goal to meet. Set a team goal that is attainable yet challenging. Encourage each participant to set their own dollar goal (a suggested rule of thumb is a minimum \$100 per team member). Keep tabs on your team's progress and report successes back to everyone. Share ideas with one another. Remind your team that the donations they collect will support the programs, services and research of the Lupus Foundation of America, Southeast Florida Chapter.

Step 2 - Recruit Participants: Anyone can join your Walk Team - family members, friends, co-workers, ANYONE! Ask those you've already recruited to invite their network of friends to join. Don't forget to ask people you know through church or temple, networking groups, social groups, etc. Each member of your team must register online or by completing and mailing in an Event Registration Form found in the Walk brochure (photocopies accepted). Call 561-279-8606 for additional brochures.

Step 3 - Communicate: Staying connected to your team keeps their enthusiasm and momentum up and gives everyone an opportunity to share their successes and fundraising ideas. The best way to stay connected with your team is through email, if possible. Some suggestions include: weekly e-mails, postcards, telephone updates and at least one team gathering. If you've registered your team online, there are great tools available for sharing information with team members and supporters.

Step 4 - Fundraise: Help yourself and your team members raise donations by asking for support from family, neighbors, friends, business contacts and co-workers. With your help, we will continue to lead the fight against lupus! Here are some additional fundraising ideas:

- ◆ Sponsor yourself! Make your contribution when you register online or on your donor form.
- ◆ People will often donate more online since they can use their credit card. Utilize the Walk website or send emails through your personal email provider. Send emails to everyone in your address book explaining why you're walking for lupus.
- ◆ Carry your donation form with you everywhere and collect donations right away.
- ◆ Send emails to everyone in your address book asking them to sponsor you - if they don't respond in a week, email a reminder. Explain why you are involved in this Walk and how lupus has affected your life. (See sample in guide.)

- ◆ Do a letter-writing campaign: Send a letter to your holiday card list, letting them know you're walking and to ask for their support. Make it personal! Explain why you are involved in this Walk and how lupus has affected your life. Include a self-addressed envelope to make it easier for them to sponsor you! This is especially effective for people who won't donate online. **Find more about letter-writing on page 9.**
- ◆ Ask your employer if you can send letters to your corporate vendors. This can produce significant results!
- ◆ Add a tagline to your email signature. That way, every time you send an email, you're making another ask. This is particularly effective if you're registered online - make sure to include your web address in your signature tagline.
- ◆ **Matching Gifts Program:** See if your company has a Matching Gifts program and double your money! Programs vary from business to business, but the most common programs will match the employee's donation dollar for dollar. Other programs double or even triple the donation. To determine if your business has such a program, ask your Human Resources Department. If your company does have a Matching Gifts program, obtain copies of the necessary forms. Read the forms carefully and be sure to fill them out completely. Most forms are divided into two parts, a section for the donor/sponsor to complete and a section for the benefiting organization to fill out. Bring your Matching Gifts form and check to the check-in on Walk Day, or mail it to our Chapter in advance. Be sure to tell your Team members about Matching Gifts - perhaps their employers have a program too. Ask donors if their company has a Matching Gifts program, also!
- ◆ Ask your employer if employees donating \$5 can enjoy a "Walk for Lupus Now Wear Your Jeans Day" at the office.
- ◆ Have a Walk for Lupus Now change jar at your desk and ask co-workers to contribute their pocket change.
- ◆ Ask your religious organization or company to include a newsletter article about your participation, inviting pledges and team participants.
- ◆ Ask merchants you do business with to support you, such as your drycleaner, local video store or hairstylist.
- ◆ Host a dinner party and ask your guests to donate the amount they would have paid a restaurant for dinner.

Online Registration and Fundraising

1. Go to the Walk for Lupus Now website: www.walkforlupusnowfl.kintera.org. Don't forget to add this page to your favorites!
2. Register
 - ◆ Click on "Register Here" and then "I agree" to the waiver.
 - ◆ Team Captains: Select "Start a Team" and follow the instructions.
 - ◆ Walkers: Select "Join a Team" and follow the instructions.
 - ◆ Independent Walkers: Select "Join as an Individual" and follow the instructions.
3. Customize Your Personal Webpage
 - ◆ Click on the "My Webpage" tab.
 - ◆ Upload a picture, edit the caption and personalize the text to share your story.
 - ◆ Don't forget to click "Submit" when you're done!
 - ◆ If you are a Team Captain, you can also customize your team's page. Simply click on "Edit Team Page" and upload photos or tell the story of why your team is walking.
Note: Photos must be in a .jpeg or .gif format and must be 50k or less.
4. Send customized emails to your friends and family inviting them to join your team or make a donation towards your fund-raising goal.
 - ◆ The "Email Center" contains recruitment, solicitation and thank-you templates. Put the salutation in the left-hand column and the email address in the right-hand column.
 - ◆ Enter contacts into the "Address Book" so you can keep track of who has joined your team or donated to you.
 - ◆ Templates are provided to get you started, but personalize them so that people know why you are participating.
 - ◆ Online contributors will receive an instant, system-generated receipt for taxes, along with a thank you note. Your donors will then see their contribution applied to your goal. This secure process ensures that no personal information will be shared.
5. Enter Checks and Cash
 - ◆ Click on the "Tools" tab and then "Enter Pledge" to enter your donor's information.
 - ◆ After submitting your donor's information, mail your check(s) to: Lupus Foundation of America, Southeast Florida Chapter, 75 NE 6th Ave., Ste. 110, Delray Beach, FL 33483.
 - ◆ Upon receipt, we will confirm the donation and you will see it applied to your goal.
Please note: You will not see this money applied to your goal until it is received by the Chapter. It is very important that you enter your checks and cash so that we may accurately credit you for the donation.
6. Track Your Progress
 - ◆ Click on the "Reports" tab to view your donors, the amount they gave, your team members' names and your overall amount raised.
 - ◆ Email family, friends and colleagues, asking them to donate and support your efforts - under the Email tab are templates you can use or you can create your own letter.
 - ◆ If you're not getting a good response to your emails, they may be going into spam. In this case, re-send emails through your personal email provider with a link to your web page.

Sample Team Member Recruitment Email

Below is a sample of an email that can be sent to family members, friends, and colleagues to ask them to join your Walk for Lupus Now team:

*I recently accepted the challenge of forming a team for the Lupus Foundation of America's Walk for Lupus Now - specifically the Southeast Florida Chapter **to be held on (date) at (location)**. The Walk raises funds to support programs and services to people who are affected by lupus. Walk for Lupus Now is the signature fundraising event of the LFA and is the nation's largest Walk Program dedicated to provide support to those living with lupus.*

While I am fortunate enough not to have lupus, several of my co-workers battle with this disease every day. It is for them that I will be walking! Please help me reach my goal to have 10 team members each raising at least \$100. We'll have a great time doing this together!

Joining my team is easy; just go to www.walkforlupusnowfl.kintera.org and follow the directions on the attached document. Be sure to select (Team Name) as your team.*

Thank you in advance for helping me AND the Lupus Foundation of America! I know we'll all feel good about helping this important cause!

Sincerely,

John Doe

***Share page 7 of this manual to help your teammates register properly, page 2 so they can learn more about lupus and the LFA, and page 9 for help with writing a letter!**

TWELVE STEPS to Successful Letter Writing!

1. Write a letter that explains why you are walking.
2. Share something personal about yourself or the person with lupus you are walking for.
3. Include your fundraising goal in your letter.
4. Mail it to family members, friends, co-workers and business associates. Be sure to look at your holiday card mailing list for people you might have missed.
5. Share your personal fundraising goal in your letter, so that people will know what you're hoping to accomplish.
6. Include in the letter some information about the important work being done by our Chapter.
7. Include a link to your personal website so that donations can be made online.
8. Be sure to say that donations are tax deductible and that checks should be made payable to the Lupus Foundation of America, Southeast Florida Chapter.
9. Ask that they please donate by the date of the Walk so that you can turn it in at the event. Enclose a return envelope if possible. (Donations should be returned directly to you. This will enable you to thank everyone personally after the Walk and ensure that your donations are properly credited to you.)
10. Remember to include on your mailing list any vendors, consultants and people with whom you do business. These people tend to make much larger donations since they are usually made from a business rather than a personal checking account.
11. Be sure to send thank you notes (after the Walk) to everyone who donates to you.
12. Remember, the more people to whom you mail, the more donations you will raise to help provide the best support services and programs available today.

Sample Fundraising Emails or Letters

Telling your personal story is the most effective way to fundraise. Following are two examples of messages that can be sent via email or regular mail to friends, family and colleagues.

Dear Friends & Family,

On (date) I will be walking in the 2008 "Walk for Lupus Now" in (location) to raise funds for the Lupus Foundation of America, Southeast Florida Chapter. Our goal is to raise \$xxx,xxx for the nearly 45,000 people living with lupus in our region. My personal goal is to raise \$x,xxx and I hope that you'll help me reach this goal!

As you know, lupus has affected me and my family, especially in the last year. I was hospitalized in early 2006 with lupus complications, and I was out of work for three months. There are many more people out there who are on permanent disability due to this disease. The problem is that there have been no new lupus medications developed in 40 years! The medications we take can have serious and toxic side effects. That's why we need your help in walking for a cure!

You can donate to my efforts online with a credit card on a secure website by going to www.walkforlupusnowfl.kintera.org. Immediately after making your gift, you will receive an e-mail with tax receipt information. You can also send a check payable to the Lupus Foundation of America, Southeast Florida Chapter to my home address.

I will keep you updated as I reach my goal. Please spread the word to anyone you believe would support me in the Walk for Lupus Now. Thanks so much for your support!

*Most sincerely,
Jane Doe*

Dear Friends,

As you may know, lupus has a personal face for me. My sister, Sue, currently battles this disease on a daily basis. She is one of the strongest people that I know. She works tirelessly to help people in her chosen profession – nursing. On (date) I will be walking in the 2008 Walk for Lupus Now in (location) in her honor to raise funds for the Lupus Foundation of America, Southeast Florida Chapter.

The LFA is the only national organization that provides direct services to people with lupus. In addition, they fund important research that will one day lead to a cure for lupus.

Please help me reach my goal to raise \$x,xxx! Every dollar raised will help thousands of people with lupus in Southeast Florida!

Your contribution is greatly appreciated.

*Sincerely,
Jill Smith*

Additional Ideas

Ask your top ranking official to send an email encouraging participation in the Walk for Lupus Now corporate team. The principles of team recruitment are no different for company teams than they are for family teams. As a team captain it is your role to communicate to your walkers, educate them about the Chapter and motivate them to become passionate fundraisers.

SAMPLE INTERNAL MEMO TO BE USED FOR TEAM RECRUITMENT

*TO: All employees
FROM: Bob Smith, CEO
RE: Walk for Lupus Now*

Please join us for a day of fun, food, and festivities as we help raise funds for the Lupus Foundation of America, Southeast Florida Chapter. I'm proud to say that ABC Company is participating in this worthwhile event and I have set our goal at 150 walkers raising \$15,000.

The Walk for Lupus Now is the signature fundraising event of the Lupus Foundation of America - the leading nationwide non-profit voluntary health organization dedicated to finding the causes of and cure for lupus and providing support services to all people affected by lupus. Our company's involvement will help provide urgently needed funding for the programs and services for all people in our region affected by lupus.

Check-in begins at 8:00 AM. and the Walk starts at 9:00 AM. on (date) at (location). After the Walk, enjoy refreshments and festivities for the entire family.

Don't let me down...I want to reach our goal! Listed below are ABC Company's Team Captains. Please contact one of them to sign up - we want a huge showing from ABC Company on Walk day!

See you there!

SAMPLE INTERNAL MEMO SENT BY MANAGEMENT TO TEAM CAPTAINS

*TO: Team Captains
FROM: Bob Smith, CEO
RE: Walk for Lupus Now*

Thank you all for the wonderful job you are doing in spearheading our teams for the Lupus Foundation of America's Walk for Lupus Now. I hear we are doing well at recruiting walkers and raising donations. With less than two weeks until the Walk, I encourage you to concentrate on recruiting more walkers for your teams. Don't forget to encourage every walker to raise \$100 for this great cause!

I've decided to offer a little incentive to your teams. Each member of the team that raises the most money will receive a day off with pay. Be sure to share with your teams and thank you again for all you're doing to ensure our success.

Rally your Team!

Display your Team Spirit

Create Team T-shirts, Buttons or a Banner to show your team spirit and to rally your team. Follow our simple Tips for Success:

- 1) Be creative!
- 2) Stand out!
- 3) Tell your story!

Team T-shirts help build enthusiasm for the Walk during the weeks leading up to the event and unite a team on the day of the Walk. Hold a design contest in your office, then have a group of people judge the t-shirts and pick the best design. Company teams typically integrate their company logo with creative artwork and team name. You can be as creative as you like! Teams can put the official "Walk for Lupus Now" logo on the shirt as well (artwork and guidelines are available upon request).

Buttons with the name of your team and/or a photo of your inspiration are great to hand out to your team members. Some teams have had banners or signs made to carry on Walk day. Banners and signs are great because they can be held up high and your team members can find you in a crowd.

Company Rally

Have an internal company rally as a kick-off for all employees to help recruit participants. It can be held as a breakfast, lunch or afternoon social with refreshments. This is an opportunity for Team Captains to share information about the Chapter and the Walk, sign up participants and helps to motivate Team Captains and walkers.

Contests

Contests are a great way to promote friendly competition among teams, departments, buildings, etc. Come up with some ideas that are fun and motivating. Will the winning (or losing!) department head kiss a pig or take over someone else's job for the day?

Also think of individual incentive prizes to reward individual efforts in fundraising. Can the top fundraiser become CEO for the day or get the best parking spot? Could all walkers raising \$1,000 or more receive a day off with pay? Think of unique ideas that will motivate people to participate!



Donor Form

Walker Name: _____

Team Leader: _____ Team Name: _____

Walk Location _____

Phone Number: _____ E-Mail: _____

	Donor Name	Address	Amount	Collected Y/N
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
	TOTAL RAISED			\$

Please convert cash to a check or money order and mail one week prior to Walk or bring with you to the Walk.

Mail to: Lupus Foundation of America, Southeast Florida Chapter – 75 NE 6th Ave., Ste. 110 Delray Beach, Florida 33483

Frequently Asked Questions...And Answers!

Q: Does a team need to have a minimum number of walkers?

A: No. There is no minimum size for a team. Some teams are as small as 5 walkers, while others are as large as 30. The same is true for business-based teams.

Q: Can a team have more than one team captain?

A: Yes, a team can have two or more team captains. However, only one person can be identified as the team captain on the website, so choose one co-captain to represent the team online. This person will spearhead online team communications.

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

A: Although individual walkers are terrific, you will have more fun if you come as part of a team; but it is perfectly fine to walk as an individual.

Q: Is there a registration fee?

A: There is no registration fee, but each individual walker must collect \$100 or more in donations by Walk day to receive a Walk for Lupus Now T-shirt.

Q: Does everyone on my team receive a T-shirt?

A: T-shirts are an individual prize and each walker must collect \$100 or more by Walk day to receive one.

Q: What happens if it rains?

A: The Walk will take place rain or shine!

Q: How do I find out about Matching Gifts from my company?

A: Contact your Human Resources Department to find out if your company has a Matching Gifts program. If so, you can double or even triple your donation.

More information can be found at
www.walkforlupusnowfl.kintera.org.

Team Captain Checklist

Use this checklist to ensure that you have completed all of the steps necessary to have a successful Walk for Lupus Now team this year!

- Set a fundraising and “people” goal for your team.
- Register as Team Captain online at www.walkforlupusnowfl.kintera.org.
- Have all team members register online or mail in registration forms.
- Set up your team and personal pages online at www.walkforlupusnowfl.kintera.org.
- Set a great example by conducting a letter (or email) writing campaign.
- Involve your company/employer.
- Did you email your co-workers and ask them to join the team?
- Did you ask your boss to rally your company team?
- Rally your team. Have a barbeque or party for your team.
- Encourage all team members to be active fundraisers to support services for people living with lupus. Have each walker set a fundraising goal.
- Email or call team members regularly to let them know about the details of the Walk day.
- Create a team T-shirt, banner or buttons to increase your team visibility on Walk day.
- Ask team members to collect outstanding pledges/Matching Gifts forms and to mail to LFA or bring to the Walk event.
- Attend the Walk for Lupus Now!

Thank you for your support of the Walk for Lupus Now. For additional information about Walk for Lupus Now, please visit our website at www.walkforlupusnowfl.kintera.org.

Together we can provide hope and help!