



October 16, 2010

Second Wind Lung Walk Team Captain Guide

**October 17, 2010
Forest Park Visitors Center**



Corporate Teams

What is a team?

A team is a group of fundraising walkers who join under a Team Captain to raise funds for the Lung Walk. Teams can be of any size, although Second Wind 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 sometimes 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 a goal – both 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 Second Wind. They should also maintain frequent contact with their members to ensure success.

How do I get started?

1. Go to <http://www.secondwindstl.org/AboutUs/Projects/LungWalk/CompleteRegister.html> to register online or <http://www.secondwindstl.org/AboutUs/Projects/LungWalk/LWBrochure.pdf> for the paper registration form to register your team. Have each member complete and mail in an Event Registration Form including the signed waiver.
2. Invite others to join your team – be sure to share your goals and why you are a Team Captain
3. Utilize samples and ideas provided in this Guide to motivate your team members
4. Check on the progress of your team members; share fundraising ideas provided in this Guide
5. Design a Team T-shirt!
6. Collect all monies raised by your team members and mail prior to the Walk or bring to the Walk
7. Have FUN and feel good knowing that you are playing an important role in the lives of those waiting for or having received a lung transplant.

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 his or her own dollar goal (a suggested rule of thumb is a minimum \$100 per team member). Monitor 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 Second Wind Lung Walk!

Step 2 – Recruit Participants: Anyone can join your Walk Team - family members, friends, co-workers, ANYONE! Ask those you have already recruited to invite their network of friends to join. Do not forget to ask people you know through church or temple, networking groups, social groups, facebook friends, etc. Each member of your team must register online or by completing and mailing in an Event Registration Form found in the Walk brochure.

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 idea. 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 have 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, Second Wind will continue to be able to help those waiting for or having received a lung transplant through the assistance fund:

- Sponsor yourself! Make your contribution when you register online or the first on your donor form.
- People will often times 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 are walking for Second Wind.
- Carry your donation form with you everywhere and collect donations right away.
- Send e-mails to everyone in your address book asking them to sponsor you. If they do not respond in a week, email a reminder. Explain why you are involved in this Walk and how lung transplantation 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 are walking and asking for their support. Make it personal! Explain why you are involved in this Walk and how lung transplantation

has affected your life. Include a self-addressed envelope to make it easier for them to sponsor you!

- 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 are making another ask. This is particularly effective if you are registered online – make sure to include your web address in your signature tagline.
- Add the link of your Personal Page to your facebook or myspace account inviting your facebook or myspace friends to support you.
- Matching Gifts Program: See if your company has a matching gift 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 Resource 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 it out completely. Most forms are divided into two parts, a section for the donor/sponsor to complete, and a section for the benefiting organization (Second Wind) to fill out. Bring your Matching Gifts form and check to the check-in on Walk Day, or mail it to Second Wind 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 gift program, also!
- Ask your employer if employees donating \$5 can benefit from a Lung Walk jeans day.
- Have a Lung Walk 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 hair stylist.
- 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 Lung Walk website:
<http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm>. Do not forget to add this page to your favorites!
2. Register. Click on "Register Online Now"
3. Everyone: Enter your name, address, email, and phone
4. Team Members: Enter your team name and team captain name. Independent Walkers: Please write "none" in these spaces.
5. Select a shirt size.
6. Indicate the race, if any, in which you will participate.
7. Select a box indicating your affiliation to lung transplantation.
8. Please let us know how you found out about the Lung Walk, so we can focus our marketing efforts for future events.
9. If you are registering a minor, please provide the parent's consent by giving the parent's name and date.
10. Read the waiver and select the "I accept" box indicating you agree to its conditions.
11. Hit continue.
12. On this screen, you must pay your registration fee via PayPal. Second Wind accepts PayPal as well as major credit cards.

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 Lung Walk team:

I recently accepted the challenge of forming a team for the Second Wind Lung Walk, to be held at the Forest Park Visitors Center on October 16 in St. Louis, MO. The Walk raises funds to support programs and services to people who are affected by lung transplantation. The Lung Walk is the signature fundraising event of Second Wind.

While I am fortunate enough not to have lung transplantation, 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 will have a great time doing this together!

Joining my team is easy; just go to <http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm> and follow the directions on the attached document. Be sure to select Team ABC Company as your team.*

Thank you in advance for helping me AND the Second Wind Lung Walk! I know we'll all feel good about helping this important cause!

Sincerely,

John Doe

***Share page 5 of this manual to help your teammates register properly and page 8 for help with writing a letter!**

TWELVE STEPS to Successful Letter Writing!

1. Write a letter that explains why you are walking for the Second Wind Lung Walk.
2. Share something personal about yourself or the person with lung transplantation for what you are walking.
3. Include your fundraising goal in your letter.
4. Mail or email 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 are hoping to accomplish.
6. Include in the letter some information about the important work being done by Second Wind.
7. Be sure to say that donations are tax deductible and that checks should be made payable to Second Wind.
8. 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.)
9. 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.
10. Be sure to send thank you notes (after the Walk) to everyone who donates to you.
11. Remember, the more people to whom you mail, the more donations you will raise to help support 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 October 16, I will be walking in the sixth annual "Lung Walk" being held at the Forest Park Visitors Center to raise funds for the Second Wind Assistance Fund. My personal goal is to raise \$1,000 and I hope that you will help me reach this goal!

As you know, lung transplantation has affected my family, and me, especially in the last year. I was hospitalized in early 2006 with lung transplantation complications, and I was out of work for three months. Many more people out there are on permanent disability due to this disease. The medications we take can have serious and toxic side effects. That is 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 <http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm>. Immediately after making your gift, you will receive an e-mail with tax receipt information. You can also send a check payable to Second Wind 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 Lung Walk. Thanks so much for your support!

Most sincerely, Jane Doe

Dear Friends,

As you may know, lung transplantation has a personal face for me. My sister, Sue, received a lung transplant. She is one of the strongest people that I know. She works tirelessly to help people in her chosen profession – nursing. On October 16, I will be walking in the sixth annual "Lung Walk" being held at the Forest Park Visitors Center in her honor to raise funds for the Second Wind Assistance Fund.

Please help me reach my goal to raise \$2,500! Every dollar raised will help thousands of people with lung transplantation in the St. Louis area and beyond. Your contribution is greatly appreciated.

Sincerely, Jill Smith

Additional Ideas

Ask your top ranking official to send an email encouraging participation in the Lung Walk 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 Second Wind and motivate them to become passionate fundraisers.

SAMPLE INTERNAL MEMO TO BE USED FOR TEAM RECRUITMENT

*TO: All employees
FROM: Bob Smith, CEO
RE: Lung Walk*

Please join us for a day of fun, food, and festivities as we help raise funds for the Second Wind Lung Walk. I am 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 Lung Walk is the signature fundraising event of the Second Wind. Second Wind provides support services to all people affected by lung transplantation. Our company's involvement will help St. Louis Chapter of Second Wind, to provide urgently needed funding for the programs and services they provide.

Check in begins at 8:00 a.m. and the Walk starts at 9:00 a.m. on October 16, at the Forest Park Visitors Center in St. Louis, MO. After the Walk, enjoy refreshments and festivities for the entire family.

Do not 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: Lung Walk*

Thank you all for the wonderful job you are doing in spearheading our teams for the Second Wind Lung Walk. 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. Do not forget to encourage every walker to raise \$100 for this great cause!

I have 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 are 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 they 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 “Lung Walk” 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 Second Wind 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!

Frequently Asked Questions...And Answers!

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

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

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

A: Yes, a team can have 2 or more team captains. Please choose one co-captain to represent the team on registration forms.

Q: Can I walk if I do not 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: Yes, there is a \$20 early registration fee, which increases to \$25 on race day.

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

A: The first 300 people who register for the Lung Walk will receive a T-shirt.

Q: Am I allowed to run instead of walk?

A: Yes, you may run. You may want to start at the front of the pack, however, as most participants will be walking. There are prizes for the best finishers in each age group.

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 gift program. If so, you can double or even triple your donation.

More information can be found at

<http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm>

Team Captain Checklist

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

- ❑ Set a fundraising and “people” goal for your team.
- ❑ Have all team members register online or mail in registration forms.
- ❑ Find any additional information you need at <http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm>.
- ❑ 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 lung transplantation. 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 gift forms and to mail to Second Wind or bring to the Walk event.
- ❑ Attend the Lung Walk!

Thank you for your support of the Lung Walk. For additional information about the Lung Walk, please visit our website at

<http://www.secondwind.org/AboutUs/Projects/LungWalk/default.htm>.

Together we can provide hope and help!