



TEAM CAPTAIN & PARTICIPANT GUIDE



WELCOME TO THE AHRC WALK 2016

As a Team Captain or Participant, you are now part of an incredible community of people committed to raising funds to make a better world for thousands of children and adults with intellectual and developmental disabilities and their families throughout Nassau County.

This guide will provide some great tips for fundraising, getting your team organized and having fun!

FOR MORE INFORMATION, VISIT [AHRCWALK.ORG](http://ahrcwalk.org) OR CALL 516.626.1000 X1142



EVENT DETAILS

MORE TEAM MEMBERS = MORE IMPACT = MORE FUN

WHEN

Sunday, October 30, 2016
Check In/Registration: 9:30 AM
Walk Begins: 11:00 AM

WHERE

Eisenhower Park in East Meadow – Field 6A

ROUTE

AHRC WALK begins at Field 6A, makes two loops around Eisenhower Park and finishes back at Field 6A

Registration online is fast and easy...

1. Go to www.ahrcwalk.org
2. Log in or Create an Account
3. Register as a New Team Captain
4. Get all your team members to register online. On average, walkers who register online raise more money than those who register by mail.

Recruit, Recruit, Recruit!

New team members can register online at ahrcwalk.org. Each team member is encouraged to raise a minimum of \$200.

Wait, why am I forming a team?

Walking as a team is the best way to get the most out of AHRC Walk. A team inspires more people, helps you get organized and raises more money because everyone supports and motivates each other.

Contact Us: 516.626.1000, x1142

kharris@ahrc.org





BUILD YOUR TEAM

MORE TEAM MEMBERS = MORE IMPACT = MORE FUN

1 Visit your Participant Center online by logging in at ahrcwalk.org

- Build a Walk Team page with photos and a personal story about why you are walking.

2 Recruit Team Members

- Make a list of everyone you know who might like to walk with you.
- Your Participant Center makes it easy to use an email template and upload your address book to send emails to family and friends asking them to join your team.

3 Set Goals With Your Team

- There is no limit to how big your team can be. The more people on your team, the greater your fundraising power and it's more fun!
- Help team members set a fundraising goal – aim high so more dollars will help people with developmental disabilities lead better lives.
- Encourage each team member to set a goal of at least \$150.

4 Show Them How to Succeed and be a Cheerleader

- Make a personal donation to motivate team members to get started.
- Make sure that team members know how to set up their personal pages.
- Encourage them not to be afraid to ask people to support them.

5 Share The Mission of AHRC

- Dollars raised at AHRC Walk help AHRC continue to provide life-changing programs and supports for people with developmental disabilities.
- Make it personal. Share why you are passionate about AHRC and encourage your team members to share their stories.
- Share your story to help people understand why their donations are so important!

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Team Captain Checklist

4 months to walk

- Register as a Team Captain at www.ahrcwalk.org
- Set a fundraising goal and team member goal.
- Personalize your team and personal fundraising pages.
- Build your team. Ask friends, family, neighbors and co-workers to join your team.
Remember: sending an email from your Participant Center includes a link for them to easily register and donate to your team.
- Ask each team member to set a fundraising goal. A team of 5 can easily raise \$1,000 if each walker raises \$200.

3 months to walk

- Continue to ask people to join your team. Use email, social media and word of mouth to reach as many people as possible. *Tip: Don't forget those friends and family who prefer a written letter or phone call to communicate!*
- Email or call team members regularly to answer questions and check on their progress. Stress the importance of fundraising throughout the pre-Walk period.
- Encourage and motivate all team members to be active fundraisers. Remind them that the purpose of the AHRC Walk is to raise money to improve the lives of children and adults with intellectual and developmental disabilities.

2 months to walk

- Continue to motivate your team to reach out to everyone they know. Do you or someone you know have a company with a matching gift program?

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Team Captain Checklist

1 month to walk

- Send out team updates and acknowledge the great fundraisers on your team!
- Use Facebook to spread the word and recruit team members.
- Create your own Team T-Shirt, Banner or Sign for Walk day.
- Check your fundraising progress. Have you reached your goal?

1 week to walk

- Encourage team members to send out reminder emails using online fundraising tools.
- Send an email reminder to team members asking them to bring cash or check donations to the Walk.
- Establish the time and location of where your team will meet on Walk day.

Walk day

- Enjoy the Walk!

After the walk

- Send thank you notes to your donors and encourage your team members to do the same.
- Congratulate your team members with a thank you get together.
- Post Walk day pictures on Facebook and Instagram. Share your team spirit!

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Team Leader Checklist

How to be a successful School Team Leader!

Sign Up: Register your school team for the AHRC Walk at www.ahrcwalk.org

Get Personal: Customize your Fundraising Page with a personal message.

Show It Off: Decorate your school.

Meet Up: Attend our School Team Leader workshop and meet other team leaders and AHRC Walk staff.

Find a Helping Hand: Recruit a Co-Leader to help you motivate and build your team.

Build It Up: Sign up students, friends and family to your team. Ask them to sign up at least one other person too!

Be Social: Use Facebook and other social media. Post Fundraising and recruiting updates as you go!

Plan Things Out: Organize a fundraiser, party or raffle with your team.

Show Your Style: Design your 2016 school team t-shirt.

Get Ready: Let your team know where to meet on October 30 so you can walk together.

Mark Your Calendar: Remind your Team Members of the fundraising deadline: December 30!

Show Some Love: Thank all your donors and Team Members for their hard work and dedication.

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How to Fundraise at School

Who to ask for donations? Ask everyone!

Principals/Teachers: Ask them to do something crazy to support your team once you reach your goal. (Dunk the principal) Getting the support of the faculty is a great way to boost student fundraising and school spirit!

Alumni: Reach out to alumni and discover who may have special talents or great connections. You never know who might be in a band or own a restaurant. They can be involved in your next fundraising event.

Parents: Getting parents involved is a must. Send a memo to all parents and include a Sponsor Form and AHRC Walk fact sheet. Parents have contacts who may be great donors! Many parents also have matching gift programs in their offices.

Rival Schools: Get into the competitive spirit of fundraising! Who will be the school with the most walkers or most funds raised?

TIP! Having a raffle or selling homemade food always makes an event more special and can increase how much you raise for the AHRC Walk.

Online Donors: Make sure everyone on your team has a personal fundraising page. Offer a prize to the student who receives the highest number of AHRC Walk donations through their fundraising page, after posting on Facebook and sending emails through their HQ.

Be Creative: One idea is to create a cookbook filled with recipes from faculty and students and selling it to parents, friends and faculty for \$5!

Ask Ask Ask: Old and new friends, distant relatives, exercise partners, co-workers, camp friends, family: Who can ask all the potential donors on the checklist first? Provide an incentive to the winner.



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Raise \$500 in 9 Days

HERE'S HOW!

Day 1 Make your own \$25 contribution

Day 2 Ask 2 family members for \$25 each

Day 3 Ask 5 friends for \$20 each

Day 4 Ask 5 co-workers for \$10 each

Day 5 Ask 5 people from your church/community group for \$10 each

Day 6 Ask 5 neighbors for \$10 each

Day 7 Ask your boss for a company contribution of \$25

Day 8 Ask 5 local merchants to sponsor you for \$20 each

Day 9 Ask 2 businesses you frequent for \$25 each

TOTAL \$500!

A blurred background image showing a large crowd of people, likely participants in a walk or run event, wearing various colored shirts.

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Raise \$100 in 10 Days

HERE'S HOW!

Day 1 Donate \$20 to yourself. *Only \$80 to go!*

Day 2 Ask 1 relative for \$10

Day 3 Ask 1 friend for \$10

Day 4 Ask 1 co-worker for \$10. *Halfway there - only \$50 to go!*

Day 5 Email 2 people and ask for \$5 each

Day 6 Post a message and link on Facebook. *All you need is two \$5 donations to keep you on track.*

Day 7 Ask 1 neighbor for \$10

Day 8 Ask another friend (or your doctor, dentist, nail lady..) for \$10

Day 9 Ask another relative for the last \$10 you need

Day 10 Congratulations! You reached your goal. Do it again, and double your donations!

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