

Team Captain Kit

Taking steps to end homelessness...
Together in the Fall River Area!

Welcome Team Captain!

We are delighted that you are joining us as a Team Captain for Steppingstone's 2016 **Get Steppin** Run & Walk! Thank you for taking the first step towards making our event a great success. This kit is designed to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

As a Team Captain, you are a powerful force in the fight to help the homeless in Fall River. A Team Captain's job is to motivate and encourage others to join your team and promote others to **Get Steppin**, whether it is with co-workers, friends or family. Once the team is in place, the Team Captain also acts as the key liaison between their team and the Steppingstone Team Committee Co-Chair Rosa Medeiros.

This Team Captain kit will take you through the following four steps to create a successful **Get Steppin** team:

Step 1 Set a Fundraising Goal

Set a dollar goal for each of your team members to raise in the fight against homelessness. Our goal for each team member is to raise \$200!

Step 2 Recruit Team Members

All you have to do is ask. Recruit your family, friends, coworkers and neighbors to join your team.

Utilize email to recruit to your email distribution list. When you find new team members, ask them to invite their family, friends, co-workers and neighbors. You will be surprised how quickly your team grows!

Step 3 FUNdraise!

Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Our website makes it easier than ever to fundraise...check it out at <http://www.steppingstoneinc.org>. Be sure your team members are well prepared to reach their goal (use this kit for ideas and tools) and communicate often for needed materials from Rosa Medeiros at 508-675-4159.

Step 4 Get Steppin', Follow Up and Celebrate!

Walk, enjoy and reward your team members. You and your team are making a difference in the fight against homelessness. Don't forget to take lots of team photos (Steppingstone will be taking some too).

Let's get started!

Step 1: Set a Fundraising Goal

\$ _____

Get Steppin is a pledge-based event, and reaching our fundraising goal depends on participants to raise money from their friends, family and coworkers.

Set the bar high!

We encourage each team member to raise at least \$200. This is an easy goal if team members follow a few of our fundraising tips in Step 3. If you really want to challenge your team, set the fundraising goal even higher. Remember, the money raised is going to fight homelessness, and the more money you raise, the faster we help those who are affected by it.

Let your team know that there are incentives involved in raising money for the **Get Steppin** event. Top fundraisers will be eligible to receive a variety of prizes – and the more they raise, the better the prize!

As you recruit your team, list your team members:

Step 2 – Recruit Team Members

Here are a few easy recruiting ideas!

- Ask everyone you know to be a team member, including friends, family, coworkers and neighbors. Once they have signed on, ask them to invite their friends, family, coworkers and neighbors. Keep building your team until the team registration deadline before the walk.
- Talk about the event and your team to everyone you meet. If you are excited about the **Get Steppin** Run & Walk, the more contagious the excitement and involvement becomes.
- Ask your supervisor to support you or join your team, and then let everyone know and encourage others to do the same.
- Host a team kick-off party either as a family gathering or a lunch session during working hours to sign team members up. We can help you by providing promotional materials for the party.
- For materials contact Rosa Medeiros at 508-675-4159 or email her at rmedeiros@steppingstoneinc.org .

As You Build Your Team...

- Distribute copies of Pledge Forms and E-Mail is a fast, inexpensive and easy way to get the word out and raise money!
- Encourage your team members to collect and turn in donations BEFORE the day of the walk to be eligible for prizes.
- Send weekly e-mail updates or make weekly phone calls with the latest **Get Steppin** information, fundraising ideas, and any success stories from your team members.

Step 3 – FUNdraise!

Copy and share these easy fundraising ideas with your team to reach your goal. Work hard and have fun!

- Ask, ask and ask again. Utilize the website at <http://www.steppingstoneinc.org> email Rosa at rmedeiros@steppingstoneinc.org . Remember you are asking for the homeless population and not for yourself. The moment you limit who you ask, you limit the amount you can raise!
- Host a fundraising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot walk to help you collect donations.
- Bring your pledge sheet everywhere.
- Suggest friendly competition between team members. Set weekly or monthly goals to beat and recognize the team member who reaches it first.
- Ask one person a day to sponsor you in the **Get Steppin** Run & Walk.
- Give something up – movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to the Walk.
- Ask your friends to contribute to **Get Steppin** instead of purchasing a gift for your birthday, anniversary, or any occasion!
- Find out if your company has a matching gifts program. Matching gifts can double your team's money!

Raise \$200 in a Week

Day 1: \$25
Sponsor Yourself

Day 5: \$25
Ask 5 Neighbors for \$5

Day 2: \$40
Ask 2 Relatives for \$20

Day 6: \$25
Ask Your Spouse/Partner

Day 3: \$45
Ask 3 Friends for \$15

Day 7: \$200!
Celebrate Your Accomplishment!

Day 4: \$40
Ask 4 Co-Workers for \$10

Step 4 – Walk, Follow Up and Celebrate!

To avoid waiting in long lines, team captains can pre-register and submit their pledges the Wednesday and Thursday before walk day. Contact Rosa Medeiros at 508-675-4159 or Debra DeCosta at 508-674-2788 ext. 105 for scheduled pre-registration times.

Once **Get Steppin** event day arrives, your job is almost finished! Below are steps and suggestions for completing the day on a high note.

Event Day

- Ensure your team knows where to gather at the event (BK's Beacon Restaurant Parking lot 320 Airport Rd. Fall River.)
- Collect and turn in team pledges not submitted during team pre-registration.
- Take a team photo before the walk
- Celebrate with your team as you walk because you are all making a difference!

Follow Up

- Make sure we get a team photo to you in case you'd like to submit it for your company's newsletter or share the photo with your family team members to highlight and enjoy your success
- Send a personal thank you note to every team member
- Plan a post-**Get Steppin** event - Steppingstone will host coffee and Danish or a sandwich platter– to share results, thank everyone, and encourage future participation

Team Timeline

8-12 weeks

- Register team to rmedeiros@steppingstoneinc.org or call Rosa at 508-675-4159
- Set your fundraising goal
- Begin recruiting team members via e-mail, phone calls and letters
- Find your company's matching gift policy

4-8 weeks

- Hold a team kickoff meeting
- Continue recruiting team members
- Let your team know money turn-in deadlines to receive incentive prizes!
- E-mail your team with important **Get Steppin** updates and information
- Begin collecting donations – it's never too early!

2-4 weeks

- Host a team fundraiser – cook-off, garage sale, etc.
- E-mail your team with weekly incentives and updates

1 week

- Be sure you have all of the walk details from Rosa Medeiros
- Let your team know what time and where to meet at the walk
- Collect team pledges and turn them in during team pre-registration (held Wednesday and Thursday prior to walk day) Contact Rosa Medeiros at 508-675-4159 or Debra DeCosta at 508-674-2788 ext. 105 for this year's pre-registration scheduled times.

Walk Day

- Meet your team at the assigned location
- Turn in additional pledges not submitted during pre-registration
- Take a team picture
- Enjoy the day and celebrate the difference you are making with your team

After the Walk

- Congratulate and thank team members for their hard work
- Host a thank you wrap up party and recognize top team members (Pizza, coffee & donuts, or sandwiches compliments of Steppingstone, Inc.) Please call Rosa to coordinate date for your party.
- Start planning for next year!

Facts and information to share with your future team members and sponsors:

The funding received is not enough to operate the First Step Inn shelter for the homeless men and women in Fall River.

In addition, currently we only provide overnight shelter services to our guests. It is our dream to someday have our doors open 24 hours a day to better serve our guests and to intensify the services to really impact their lives.

Steppingstone is committed to this population and ending the cycle of homelessness and assisting homeless individuals with the skills they need to transition to self sufficiency.

Where does the money raised go?

- Funds from **Get Steppin** stay in your local community to support, educate, and improve the lives of those affected by homelessness.

Sample Team Recruitment Letter

Dear _____,

I am writing to tell you about an important event in which I am participating. This summer I will be walking in Steppingstone's **Get Steppin** Run & Walk to help raise money for the fight against homelessness, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

When: Saturday, August 13, 2016

Where: BK's Beacon Restaurant Parking Lot – 320 Airport Rd., Fall River, MA

How: Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! My goal is for each team member to raise \$200!

Everyone is welcome, so please invite a friend or two. Proceeds from **Get Steppin** are used to support the First Step Inn shelter located at 175 North Main St, Fall River, MA. For more information, visit www.steppingstoneinc.org or contact me at insert number.

Thank you for joining my team!

Best regards,

Sample Fundraising Letter

Dear _____,

This summer I am participating with my team in the **Get Steppin** Run & Walk to raise money for the fight against homelessness. The proceeds from **Get Steppin** will be used to support the First Step Inn shelter located at 175 North Main St, Fall River, MA. For more information, visit www.steppingstoneinc.org or contact me at insert number.

The number of Americans experiencing homelessness is overwhelming and our communities are faced with a challenge. The problem is not going away... in fact it's worsening due to housing affordability, low income wages and increase of living expenses.

Please know your generosity is greatly appreciated.

Checks should be made payable to Steppingstone, Inc. All donations for **Get Steppin** are tax deductible as charitable contributions.

Please send contributions to: Team Member name and address, who will then forward them on to Steppingstone, Inc. or go online to www.steppingstoneinc.org to donate online.

Thank you in advance for your support.

Best regards,

Sample Team Recruitment E-Mail

To: myfriends@email.com; myfamily@email.com; mycoworkers@email.com

Subject: Join my **Get Steppin** Team!

Please Walk with Me!

Hi Family/Friend/Co-Worker,

I am sending this e-mail to tell you about an important event in which I am participating. This summer I will be a part of the **Get Steppin** Run & Walk to help raise money for the fight against homelessness, and I have decided to form a team.

Will you join me? I know it will be a lot of fun, and together we can make a difference.

Here are the details:

When: Saturday, August 13, 2016 9:00-12:00 noon

Where: BK's Beacon Restaurant (parking lot)

320 Airport Rd.

Fall River, MA 02720

How: Let me know if you are interested and I will send you all of the materials and information you need to start raising dollars today! My goal is for each team member to raise \$200!

Everyone is welcome, so please invite a friend or two. Proceeds from **Get Steppin** are used to support the First Step Inn shelter located at 175 North Main St, Fall River, MA. For more information, visit www.steppingstoneinc.org or contact me at insert number.

Thank you for joining my team!

Sample Fundraising E-Mail

To: EveryoneIKnow@email.com

Subject: Help me make a difference in the fight against homelessness

Today I am determined to make a difference...

This summer I am participating with my team, insert team name, in the **Get Steppin** Run & Walk for the homeless. Proceeds from **Get Steppin** will be used to support the First Step Inn shelter located at 175 North Main St, Fall River, MA. For more information, visit www.steppingstoneinc.org or contact me at insert number.

The number of Americans experiencing homelessness is overwhelming and our communities are faced with a challenge. The problem is not going away... in fact it's worsening due to housing affordability, low income wages and increase of living expenses.

I am ready to make a difference. I have committed to raising \$_____, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the homeless men and women in the Greater Fall River area.

Please feel free to send your contributions to (team member name and address). I will then forward contributions to Steppingstone, Inc. Please make checks payable to Steppingstone, Inc. Contributions raised through **Get Steppin** are tax deductible as a charitable contribution.

Thank you in advance for your generosity!