



# Team Captain Guidance

**As a Team Captain your 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'** Walk for the Homeless 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 \$500, although all amounts make a difference!

## **Step 2 Recruit Team Members**

All you have to do is ask. Recruit your family, friends, coworkers and neighbors to join your team. If you started on online team, send them the link and team name.

Utilize email, Facebook and Twitter! When you find new team members, ask them to invite their family, friends, co-workers and neighbors and share on their Facebook page! 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. Steppingstone's Get Steppin' webpage and our gofundme site makes it easier than ever to fundraise.

Get Steppin' webpage: <http://www.steppingstoneinc.org/gs-index/>

Gofundme Get Steppin' webpage: <https://charity.gofundme.com/o/en/campaign/get-steppin2020>

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 508-415-3178.

## **Step 4 Walk, 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 Walk for the Homeless** 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! 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 team fundraising goal at \$500 or more! 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 Walk**. 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:**

	Name	Address	Phone Number and Email Address
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			

## 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 (generally the week before the event).
- Share on social media sites often (Facebook, Twitter, etc.) and excite friends and family to join! Share the link to your team page. Encourage friends and families to share it on their social media sites.
- Talk about the event and your team to everyone you meet. If you are excited about the **Get Steppin** 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 visit: Get Steppin' webpage: <http://www.steppingstoneinc.org/gs-index/>  
You may also contact Rosa Medeiros at 508-415-3178 or email her at [rmedeiros@steppingstoneinc.org](mailto:rmedeiros@steppingstoneinc.org)

### *As You Build Your Team...*

- Distribute copies of the Get Steppin' brochure. E-Mail is a fast, inexpensive and easy way to get the word out and raise money!
- Encourage friends, family and colleagues to join your team online by providing them the link to your team page!
- Encourage your team members to collect and turn in donations BEFORE the day of the walk to be eligible for prizes.
- Frequently "share" from your gofundme team page which will post on Facebook and/or Twitter. Share often.
- Send weekly e-mail updates or make weekly phone calls with the latest **Get Steppin** Walk 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 below websites and “Share” on social media often. Ask friends to Share your Shares!

Get Steppin’ webpage: <http://www.steppingstoneinc.org/gs-index/>

Gofundme Get Steppin’ webpage: <https://charity.gofundme.com/o/en/campaign/get-steppin2020>

- 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 (inside of brochure) 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** 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 the **Get Steppin** Walk 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!

<b>Raise \$500 in One Week!</b>	
Day 1: \$50 Sponsor Yourself	Day 4: \$80 Ask 4 Co-Workers for \$20
Day 2: \$150 Ask 3 Relatives for \$25 and ask them to collect \$25 from a friend	Day 5: \$60 Ask 6 Neighbors for \$10
Day 3: \$100 Ask 5 Friends for \$20	Day 6: \$60 Ask Your Spouse/Partner for \$30 and ask him/her to collect \$30 from a friend
Day 7: \$500! Celebrate Your Accomplishment	

## 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.

Follow instructions at the beginning of this packet to form and manage your online team. Or if you prefer to do manual registration, contact Rosa Medeiros at 508-415-3178 or Debra DeCosta at 508-674-2788 ext. 105 for scheduled pre-registration times.

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

Walk Day	
<ul style="list-style-type: none"> <li>• Ensure your team knows where to gather at the event (Steppingstone Parking lot of 134 Durfee St. Fall River.)</li> </ul>	<ul style="list-style-type: none"> <li>• Take a team photo before the walk</li> </ul>
<ul style="list-style-type: none"> <li>• Collect and turn in team pledges not submitted during team pre-registration</li> </ul>	<ul style="list-style-type: none"> <li>• Celebrate with your team as you walk because you are all making a difference!</li> </ul>
Follow Up	
<ul style="list-style-type: none"> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• Send a personal thank you note to every team member</li> </ul>
<ul style="list-style-type: none"> <li>• Plan a post-walk event - Steppingstone will host coffee and Danish or a sandwich platter– to share results, thank everyone, and encourage future participation</li> </ul>	

***Below is a Team Timeline which guides you what to do and when!***

3-4 months prior to the Get Steppin' Walk for the Homeless
<input type="checkbox"/> Build your team online at <a href="https://charity.gofundme.com/o/en/campaign/get-steppin2020">Gofundme Get Steppin' webpage: https://charity.gofundme.com/o/en/campaign/get-steppin2020</a>
<input type="checkbox"/> Set your fundraising goal
<input type="checkbox"/> Start recruiting team members by sending out posts every month on Facebook and/or Twitter and link to your team page
<input type="checkbox"/> Begin recruiting team members via e-mail, phone calls and letters
<input type="checkbox"/> If you are developing your team offline, then call your team members every few weeks to check in and motivate them!
<input type="checkbox"/> Find your company's matching gift policy
4-12 weeks
<input type="checkbox"/> Hold a team kickoff meeting
<input type="checkbox"/> Continue collecting donations – motivate and excite the team!
<input type="checkbox"/> Regularly share on Facebook, Twitter and other social media sites

<input type="checkbox"/> Continue recruiting team members
<input type="checkbox"/> Encourage your family, friends and colleagues to join your team online
<input type="checkbox"/> Let your team know money turn-in deadlines to receive incentive prizes!
<input type="checkbox"/> E-mail your team with important <b>Get Steppin</b> Walk updates and information.
<b>2-4 weeks</b>
<input type="checkbox"/> Host a team fundraiser – cook-off, garage sale, etc.
<input type="checkbox"/> E-mail your team with weekly incentives and updates
<input type="checkbox"/> Share every few days on Facebook, Twitter and other social media sites
<input type="checkbox"/> Encourage your family, friends and colleagues to join your team online
<b>1 week</b>
<input type="checkbox"/> Let your team know what time and where to meet at the walk
<input type="checkbox"/> Be sure you have all of the walk details by visiting <a href="http://www.steppingstoneinc.org/gs-index/">http://www.steppingstoneinc.org/gs-index/</a>
<input type="checkbox"/> Collect team pledges and turn them in during team pre-registration (held Wednesday and Thursday prior to walk day) Contact Rosa Medeiros at 508-415-3178 or Debra DeCosta at 508-674-2788 ext. 105 for scheduled pre-registration times.
<b>Walk Day</b>
<input type="checkbox"/> Meet your team at the assigned location
<input type="checkbox"/> Turn in additional pledges not submitted during pre-registration
<input type="checkbox"/> Take a team picture
<input type="checkbox"/> Enjoy the day and celebrate the difference you are making with your team
<b>After the Walk</b>
<input type="checkbox"/> Congratulate and thank team members for their hard work
<input type="checkbox"/> 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.
<input type="checkbox"/> Start planning for next year!

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

In 2017, the First Step Inn relocated from a 20 bed facility to a 50 bed facility in order to meet the needs of the homeless in Fall River. Staffing was also substantially expanded. In colder weather months, the First Step Inn is full at capacity of 50 beds.

Despite more than doubling capacity, revenue received remained the same. State, local and grant money received is not enough to operate the First Step Inn shelter for the homeless men and women in Fall River.

The First Step Inn is open 24/7 and provides safe and comfortable shelter, daily meals and an on-site comprehensive service system. Guests are assisted with securing housing, residential treatment or other appropriate placement, they are assisted with obtaining mainstream benefits, engaging in healthcare and treatment, employment search and employment building activities, and educational programming along with other services.

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

## Sample Team Recruitment Letter

Date:

Name

Address

City, State, Zip

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** 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 15, 2020

Where: First Step Inn. Parking Lot – 134 Durfee St, Fall River, MA

Please 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 \$100 or more! You may also join my Get Steppin' Walk for the Homeless team, named [insert team name], online at <https://charity.gofundme.com/o/en/campaign/get-steppin2020>.

Everyone is welcome, so please invite a friend or two. Proceeds from the **Get Steppin** Walk are used to support the First Step Inn shelter located at 134 Durfee St, Fall River, MA. For more information, visit [www.steppingstoneinc.org](http://www.steppingstoneinc.org) and select First Step Inn or Get Steppin' links. You may also contact me at [insert number].

Thank you for joining my team!

Best regards,

Name and Signature

## Sample Fundraising Letter

Date:

Name

Address

City, State, Zip

Dear \_\_\_\_\_,

This summer I am walking with my team in the **Get Steppin** Walk to raise money for the fight against homelessness. The proceeds from the Walk 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](http://www.steppingstoneinc.org) and select First Step Inn or Get Steppin' links. You may also contact me at [insert number] or donate to my Get Steppin' Walk for the Homeless team, named [insert team name], online at <https://charity.gofundme.com/o/en/campaign/get-steppin2020>.

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 the **Get Steppin** Walk are tax deductible as charitable contributions.

Please make contributions online (link above) or by sending donations to me at: [Name and address] and I will forward them all to Steppingstone with your information.

Thank you in advance for your support.

Best regards,

Name and Signature

## Sample Team Recruitment E-Mail

To: [myfriends@email.com](mailto:myfriends@email.com); [myfamily@email.com](mailto:myfamily@email.com); [mycoworkers@email.com](mailto:mycoworkers@email.com)

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

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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 walking in the **Get Steppin** 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 15, 2020 9:00-12:00 noon

Where: First Step Inn (parking lot)  
134 Durfee Street  
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 \$100!

Everyone is welcome, so please invite a friend or two. Proceeds from **Get Steppin** Walk are used to support the First Step Inn shelter located at 134 Durfee St, Fall River, MA. For more information about Get Steppin', visit [www.steppingstoneinc.org](http://www.steppingstoneinc.org) and select First Step Inn or Get Steppin' links. You may also contact me at [insert number] or join and donate to my team, named [insert team name], online at <https://charity.gofundme.com/o/en/campaign/get-steppin2020>.

Thank you for joining my team!

Best,

Name

## Sample Fundraising E-Mail

To: [EveryoneIKnow@email.com](mailto:EveryoneIKnow@email.com)

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

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Today I am determined to make a difference...

This summer I am walking with my team, insert team name, in the **Get Steppin** Walk for the homeless. Proceeds from the **Get Steppin** Walk will be used to support the First Step Inn shelter located at 134 Durfee St, Fall River, MA. For more information about Get Steppin', visit [www.steppingstoneinc.org](http://www.steppingstoneinc.org) and select First Step Inn or Get Steppin' links. You may also contact me at [insert number] or donate to team, named [insert team name], online at <https://charity.gofundme.com/o/en/campaign/get-steppin2020>.

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 make your contributions online at the above link or send your contributions to (your name and address). I will then forward contributions to Steppingstone, Inc. with your information. Please make checks payable to Steppingstone, Inc. Contributions raised through the **Get Steppin** Walk are tax deductible as a charitable contribution.

Thank you in advance for your generosity!

Best,

Name