

WV Unite Walk: 2023 Team Captain Kit

The Team Captain kit is a few pages that will help you make the most of your team and reach or even exceed the goals you've set for this year's Walk. It's broken into three parts.

Part 1: Team Captain Overview | This section is about the Walk in general and how important Team Captains like you are to the success of the program.

Part 2: Creating a Team | This section will help you figure out who to recruit on your team, how to get them on board, and what to do once they say yes to being a team member.

Part 3: Fundraising and Awareness | This section has tips and ideas for how to spread awareness and reach your fundraising goals.

Part 1: Team Captain Overview

You're a BIG DEAL and here's WHY:

Teams raise funds that pay for year-round programs for families right here in West Virginia.

As leader of your team, you have a powerful impact by helping to fund:

- Programs like Camp Winaca HemoVon and the Annual Education Retreat.
- Emergency financial assistance for families in need.
- Advocacy at our state and national capitol.
- Research into finding cures for bleeding disorders.

There's more...

It feels good to spend time with family, friends, co-workers, and fellow bleeding disorder families proactively working for a great cause. While the Unite Walk is a once-a-year chance to reconnect with people who understand your journey like no one else does, the Unite Walk is truly a year-round community of families here to support each other.

It's a chance for your team to show support for loved ones whose lives have been impacted by a bleeding disorder.

Thank you for being a team captain!

Register. Recruit. Raise. Recognize.

Every action you take as a team captain falls into one of four categories:

Register | Your first step as a team captain is to [register](#) and create your team page. Your online team page will allow you and your team to easily track your fundraising progress. Stuck for a name? We offer ideas later in this kit to stoke your thinking of a fun and meaningful team name.

Recruit | Spread the word and encourage others to join your team. Send an email to everyone you know asking them to join your team or give a donation.

Raise | The Unite Walk is about raising awareness and raising funds for programs. All team members are encouraged to share their reason for supporting the bleeding disorders community and to raise funds online or offline. Help your team members get registered and encourage them to set up a personal page where their friends, family, and co-workers can read their story and easily contribute to their fundraising efforts.

Recognize | Recognition of your team members is a MUST for an effective team! Think of ways you might recognize your team members' efforts. Social media is a great way to recognize your top team members. Be generous with emails, texts, and calls to let your team know you're proud of their work.

NHF Awards

Each year NHF encourages chapters to grow their Walks by rewarding chapters who outdo their previous year in various areas. The best part about this is that we don't have to compete with huge chapters that we could never beat. We only have to do better than we did last year. If we do it, we can get up to \$2,500 for WV programs from NHF.

Award Criteria	Award Amount: \$2,500	Award Amount: \$1,000
Criteria #1 Participant Activation (this means everyone who registers and raises at least \$10)	Activation > 45%	Activation > 43%
Criteria #2 Program Revenue	Increase program revenue over 2022 by 10%	Increase program revenue over 2022 by 5%
Criteria #3 Storytellers (people who personalize their walk page)	12% of registered walkers update their personal fundraising page	10% of registered walkers update their personal fundraising page
Criteria #4 Factor Club (individuals who raise at least \$500)	Increase in # of Factor Club Members from 2022	Increase in # of Factor Club Members from 2022
Criteria #5 Special Team (provide data for one of the three special teams to qualify)	Increase in HTC, Board or corporate team fundraising	Increase in HTC, Board or corporate team fundraising
BONUS Facebook Fundraising (winners will receive an additional \$500)	Increase in in Facebook Fundraising Revenue over 2022	Increase in in Facebook Fundraising Revenue over 2022

Team Captain Checklist

This list has helpful reminders and ideas for spreading the word about your team.

Get Started- Tips for when you register

☐ Name your team something meaningful, inspiring, fun, or all three! Here are some examples to get your creative juices flowing:

United for [Name of honoree]

[Name of Honoree]'s Heroes

Team [Name of Company]

☐ Set your team goal. This should be something that will take work to achieve but isn't impossible. You can always raise your goal later if you hit it early. If it's your first time, an easy way is thinking \$100 per team member.

☐ Register yourself with you as team captain. You can add team members or have them register themselves.

☐ Visit the [Walk Fundraising site](#) for step-by-step videos and ideas for fundraising and using the Walk page and Unite app.

☐ Customize your team page. Not only has this been shown to increase the rate that you receive donations, but it also helps the chapter win award money from NHF (see criteria #3).

☐ Invite your community to join your team or support your efforts with a donation.

☐ Make sure all team members register if you didn't register them yourself. Have them personalize their pages and encourage them to make a donation (\$25 gets them the walk shirt).

☐ Have a kick-off call or meeting, especially if you're a corporate team.

☐ Check your company's [matching gift policy here](#).

☐ E-mail your team weekly with fundraising updates and be sure to highlight new team members with a hearty welcome.

Keep up your momentum (1-2 months before your event)

- ☐ Send out fundraising e-mails to ask for donations and remind your team to send out their emails too!
- ☐ Update the team page with personal stories, photos, and progress.
- ☐ Host a team fundraising event (bake sale, garage sale, garage band challenge).
- ☐ E-mail your team weekly with fundraising updates and recognize your top fundraisers.
- ☐ Collect team checks and cash. Make sure they are posted online and turn them into WVNHF for confirmation.
- ☐ Make sure team members that want a shirt each raise at least \$25 as an individual.

The week before your event

- ☐ Coach all your members to send one more fundraising email.
- ☐ Email your team with all the event details: team meet up location, start time, where to get their team t-shirts, parking, and recognize all your fundraising leaders and anyone who has met the fundraising minimum.
- ☐ Post on social media to remind your friends to donate NOW.

Event day

- ☐ Arrive early to sign in and get your shirts.
- ☐ Turn in any donations collected in person to WVNHF.
- ☐ Take team photos!
- ☐ Enjoy the day and bask in the feeling of doing something great!

- ☐ Post event photos and team recognition on Facebook during and after the event.
- ☐ Thank each of your team members for being on your team via text, call, or email.

Immediately after your event

- ☐ Send thank-you notes to all your donors, with a team photo from the event. And send them to WVNHF too!
- ☐ Send an email to all team members with team standings and event results.
- ☐ Send follow up e-mails to those who didn't donate to you. Share your experience with them and give them one more chance to donate. Even though the Walk is in October, the walk page will stay active for donations until the end of the year.
- ☐ Collect and turn in any outstanding pledges.
- ☐ Host a team wrap party to thank your team members and enjoy your success.

Part 2: Creating a Team

Who to Recruit

Everyone you know (the people THEY know) is a potential team member! Use this worksheet to brainstorm the people you want on your team.

Immediate bleeding disorder family (spouse, siblings, parents)

_____	_____
_____	_____
_____	_____
_____	_____

Extended family (aunts, uncles, cousins, grandparents)

_____	_____
_____	_____
_____	_____

Friends

_____	_____
_____	_____
_____	_____
_____	_____

Neighbors

_____	_____
_____	_____

Health care contacts (pharmacy, nurses, school nurse, doctors, insurance agent)

Work colleagues

School friends

Clubs, church or synagogue

Sample Team Member Recruitment Script

Use this script to inspire your team member recruitment calls, emails, and texts. This is just a sample, so personalize in whatever way works best for you.

Dear [Friend],

Only 25% of women living with von Willebrand's disease are diagnosed correctly. What's von Willebrand's disease? It's the most common bleeding disorder and causes excessive bruising and dangerously excessive menstrual bleeding. And it runs in families.

My niece was recently diagnosed and is now finally getting the treatment she needs. To show her my support, I'm leading a team, [TEAM NAME], in the WV Unite for Bleeding Disorders Walk, the nation's largest event to raise awareness and funds to fight bleeding disorders.

We're uniting for a fun and inspiring day on [Day, Date, at Location] to Unite for Bleeding Disorders.

All the funds raised go to support local families affected by bleeding disorders, with training programs, education, emergency funds, kid's programs, and advocacy at the state capitol.

The end of bleeds starts with us.

Please join my team!

Contact me at [YOUR CONTACT INFO] to find out how to register or logon to my team page at [YOUR TEAMPAGE LINK] and register online right now.

Sincerely, [YOU]

P.S. If you can't join us in person, you can be a member of our team virtually too! Just select "virtual walker" when you register. Or, if you can't do either, please make a donation to show your support.

Team Roster

On the next page we have a roster-tracker to make your life easier. Take five minutes to print the roster out and jot down all your members' info. Trust us, you'll thank us later.

More than that, we added some key notifications you'll want to check off when you've connected with each team member.

Contact with your team members by telephone is best, but whether you contact your team members in person, on the phone, text, or email, **it's important for you to stay in touch so they feel valued and like they belong.**

The minimum basic team communications you'll have with each team member are:

1. **Welcome to the team!** Warmly welcome each member to the team within 24 hours of registering. Remind them of the important impact they'll have.
2. **Congrats on hitting your fundraising goal.** Once your team member hits their fundraising goal, be sure to congratulate them personally, recognize them publicly for their achievement to both your team and the mission, and encourage them to reach their goal and keep fundraising!
3. **How can I help you hit your fundraising goal?** Make at least one, if not two, or three calls to support team members that haven't yet hit their fundraising goal. Coach them with any one of the fundraising tools we've made available to you.
4. **Event day logistics and excitement.** 72 to 48 hours before your event, you'll want to get your team excited about their event day experience and give them instructions about where and when to meet.
5. **Thank you for being a valuable member of our team!** You'll thank each member for being part of your team with every contact, but be sure to send a special post-event thank you. Maybe include a team photo.

Part 3: Fundraising and Awareness

Fundraising and awareness go hand in hand, and you can't really have one without the other.

When you ask someone to donate, they will want to know why the cause is important to you, and this is your opportunity to educate them about life with a bleeding disorder.

When you share your story and spread awareness, people will be moved and want to support you and the community.

The more you spread awareness the more funds you'll raise and vice versa. Keep them connected as you brainstorm how to meet your team's goals.

Run a "Factor Challenge" to spread awareness and raise \$200

Choose a "Factor Challenge" week where everyone on your team uses the following daily schedule to raise \$200 in one week! Have your teammates share info about bleeding disorders and why they find it meaningful to support the community.

Plan to set up a Facebook Group or email thread with all team members on it share daily updates stories to build a sense of community and competition as the week goes on.

Day 1	Sponsor yourself with a \$25 donation	\$25
Day 2	Ask 2 relatives for \$20 each	\$40
Day 3	Ask 3 friends for \$15 each	\$45
Day 4	Ask 4 co-workers for \$10 each	\$40
Day 5	Ask 5 neighbors for \$5 each	\$25
Day 6	Ask your husband, wife, or significant other for \$25	\$25
Day 7	Celebrate that you just raised \$200 in ONE WEEK!	

Facebook Fundraiser Sweep

Think telephone tree, but with Facebook fundraisers. Each team member creates a Facebook fundraiser linked back to their fundraising page and asks their friends, not only to donate to the page, but to share the fundraiser. This spreads awareness about bleeding disorders far and wide and allows the fundraiser to reach new people.

Other Fundraising/Awareness Ideas

- Visit the Walk Fundraising site for step-by-step videos and ideas for fundraising and using the Walk page and app.
- Make a Facebook fundraiser with one click by sharing it from your Walk page. You'd be surprised how many people will donate!
- Download the Unite for Bleeding Disorders App and fundraise on the go by connecting it to your Walk page.
- Just ask! Send a mass email or text to your friends, family, or coworkers. Share your story and ask for a donation.
- Host a fundraising party or social event with your friends and family. This could be a BBQ, theme party, or happy hour. Let people know why this cause matters to you and ask for a donation.
- Throw a movie night at your house or set up a projector and white sheet in your yard. Serve popcorn and snacks and ask for donations at the door. It's more fun and not any more expensive than the theaters!
- Set up a date with a local restaurant that does fundraisers and invite your friends and family out to eat.
- Find your allies. Ask your boss if the company would be willing to sponsor your team, or the Walk in general. Reach out to your book club or church group and let them know about your goals.
- Host a yard sale or bake sale to support the walk, and hand out information about bleeding disorders to people who buy your items.
- Don't forget to [check HERE](#) to see if your company matches donations. You might be able to double your impact!

****And Remember****

The chapter staff are here to support you every step of the way! If you need help, additional resources, or just someone to bounce ideas off of, please reach out to us. We want you to reach your fundraising and awareness goals!