



YOUR GUIDE TO BEING AN AHRC FOUNDATION WALK

TEAM CAPTAIN



SUNDAY, **OCTOBER 16, 2022**

ahrcwalk.org

GETTING STARTED

Thank you for joining us as a 2022 AHRC Foundation Walk team captain. YOU are extremely important in our mission to create better opportunities for children and adults with developmental disabilities.

Enclosed is a guide to help make your team's experience fun and successful.



STEP 1:

REGISTER your team by selecting "Create a Team" on ahrcwalk.org:

Select the team option in registration and then get creative with your team name! Build your team page when you log in to your participant center and include

- Your team's story and why the Walk is important to you.
- A picture to represent why you're walking.
- Important messages and tips to motivate team members and donors.

STEP 2:

RECRUIT your team members:

- All you need is one other person, but there is no limit to the size of a team. Team members can include non-walkers who can register as virtual walkers.
- Give them your team name.
- Instruct them to select "Join a Team" when they register.

STEP 3:

RAISE funds to support people with developmental disabilities:

Choose a team fundraising goal that everyone agrees on. Your team total is a collective total of everyone's efforts. Don't be afraid to aim high! Be sure to raise your goal whenever you are close to reaching it.

STEP 4: WALK!

MOVING AHEAD, LEAVING NO ONE BEHIND

HOW TO EDIT YOUR FUNDRAISING PAGE

Personalize, personalize, and personalize!

We've set up default language and a photo on your fundraising page, but it's important to customize this.



1. **Log in to your Participant Center** and click on the **Home** tab. Team Captains can edit their personal page and their team page.
2. **Scroll down** to the **Personal Page** box on the right.
3. **Edit your Personal Page URL** by clicking on the blue button **URL Settings**.
4. **Edit the Title and Body** by clicking on the blue button **Edit Content**.
5. **Add your own story** in the body of the page about why you support AHRC Foundation. Share a personal story and ask for donations.
6. **Add a personal photo or video** by clicking the **Update Media** button.
7. **Edit Goal** as your fundraising progresses.

Me

Your Fundraising Progress

\$0.00

\$500.00

Edit Goal

Badges

Badges are fun things you can earn.

Personal Donations

No donations found.

Personal Page

Personal Page URL:

http://ahrc.convio.net/goto/karen22

URL Settings

Title

Why I'm Walking & Fundraising

Edit Content

Body

I'm walking because I know that **with every step, I'm making a difference in someone's life.** And when participating with a thousand other walkers, we will provide even more opportunities for people with intellectual and developmental disabilities.

Your donation ensures AHRC Foundation can continue to provide financial support to AHRC Nassau, BCCS, Citizens Options Unlimited, Advantage Care Health Centers, and other community-based organizations, **so people have the supports and resources they need throughout their lifetime.**

Please walk with me or make a donation and help me reach my fundraising goal!

Photos/Video

Update Media

A photograph showing a group of people participating in a walk or run event. They are wearing various hats and casual clothing. In the background, there is a banner that says "WALK". Overlaid on the bottom half of the photo is the text "UPLOADED YOUR OWN IMAGE" in large, bold, blue letters with a white outline.

BE THE FIRST TO MAKE A DONATION

The first thing you should do is make a donation to your own campaign.



On average, people that donate to their own campaign raise 6 times more than those that don't donate, and receive donations from 9 more people.

When you have a donation on your page, your friends, family and coworkers are more likely to donate when they visit.

So, show everyone you believe in this cause by being your first supporter!



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PREPARING TO ASK FOR SUPPORT



Now comes the most important part – creating your strategy to ask for support. Here are five steps to get you started:

1. **Make a list** of who you plan on asking.
2. **Determine how you'll ask.** Will you ask by email, letter, phone calls, text message or messages on social media? Each person will respond differently, so choose the best avenue.
3. **Get Personal.** Write your email, letter, text messages, Facebook post, etc. You can use our fundraising letter template, found in your Participant Center, as a starting point.
4. **Dangle that carrot.** Offer something exclusive to those that donate – dedicate a photo to them on Facebook, create a special thank you video.

HERE'S A TIP:

NOT SURE IF YOUR
FRIEND WILL MAKE
A DONATION?
WON'T KNOW UNTIL
YOU ASK!

5. **Now, ask!**

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PROMOTE, PROMOTE, PROMOTE!



Once you have your beautiful fundraising page and strategy built, you need to start promoting your campaign so they will come and support!

HERE'S A TIP:

PEOPLE WHO
SEND EMAILS RAISE
UP TO 20 TIMES
MORE.

Email: If there's one thing you're going to choose to do, it should be sending emails!

Email Signature: A simple way to remind people to donate and expand your network is to add a simple line in your email signature with a link to your fundraising page.

Email Support: If your family, friends, or coworkers send an email on your behalf, it can double your donations. Start with your family members, and send them a sample letter to help them get started.

Text Message: Sending texts are part of our daily routine. You can easily copy and paste the link to your fundraising page, and send a text to ask for support!

Snail Mail is Cool: The old-fashioned letter in the mail works too. With so mail emails flying around, it's fun to receive mail that isn't a bill.

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Social Media: You can use all social media platforms to promote your fundraiser, but we suggest focusing your efforts on setting up a Facebook fundraiser through your Participant Center, as it's proven to have the best results.

- **Create a Facebook Fundraiser:** Click on the blue Facebook Fundraising box in your Participant Center to connect your Walk fundraising with your Facebook page. You'll be given the opportunity to start the fundraiser any time after you've registered for the AHRC Walk. You must create your Facebook Fundraiser in your Walk Participant Center for donations to be automatically be added to your fundraising total.
- **Promote your Facebook Fundraiser** by sharing or inviting people to your fundraiser to start the donations coming in!
- **Selfies and Videos:** Update your followers on the status of your fundraiser with a personalized photo or message.
- **Use #AHRCWalk and tag @ncahrcfoundation** so people know who the money benefits.
- **Ask your donors to post.** An ask from you goes a long way. It will also encourage their followers to donate.



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FOLLOW-UP

After you send your first email, you'll see donations start to come in! Not everyone will donate after your first email, and that's okay. We're all busier than ever, but we want to support each other, so here are some fun ways to follow-up:



- **Email updates on your fundraising.** Let people know how much you've raised and how much you have left to reach your goal.
- **Create a video reminder** you can send with updates on how much you've raised, and how much more you want to raise.
- **Send personal emails.** People respond when they know they are personally addressed and they aren't just one of 100 people getting an email.
- **Give a countdown.** Ask one person each day and tell them "you are the chosen one", and then give them a countdown: "You have 24 hours to complete this mission!"
- **Post on social.** If there are folks that haven't responded by email, you can tag them with a post or private message on social media.
- **Ask in a different way.** Did you ask by email the first time? Maybe send a letter in the mail the second time. A multi-channel approach will help.



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GET CREATIVE

The word **FUN** is in **fundraiser** for a reason. So be creative, and have some fun with your campaign!

Here are a few fundraising ideas to help you get started:



- **Bake Sale.** Pick a date and spread the word! Share photos or a short video asking for a donation in exchange for your baked goodies.
- **Facebook Fundraiser.** Did you know you can create a Facebook fundraiser right from your Participant Center? This is a quick and easy way to share updates and collect donations.
- **Create a theme** around your fundraising – raising money for your 42nd birthday? Send emails and post on Facebook with fun facts about the number 42, and tell people you will stop posting facts when you reach your goal.
- **Paint Night.** Get those creative juices flowing. You can even host a virtual art class and ask attendees to donate to your fundraising page.
- **Virtual Game Night.** Organize a game night for friends and family where people can join in for trivia or BINGO! Ask for a donation “entry fee” to your fundraising page.
- **Office Competition.** Ask if you can hold a funny costume or silly background contest during virtual meetings. Ask participants for a small donation to “enter” and encourage voting for a virtual prize!
- **Make a thank you video** and add it to Facebook every time someone makes a donation.



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TEAM CAPTAIN CHECKLIST

Thanks for joining us as a team captain! Here are some tips to help make your team's experience fun and successful.



1. ____✓____ **Register your team** and build your team page with personal stories, photos and motivating messages for your team.
2. _____ **Recruit team members**, and tell them how to register and join your team. Aim for 10 team members – family, friends, coworkers.....
3. _____ **Set a goal that everyone agrees on.** Aim high. Raise that goal each time you are close to achieving it.
4. _____ **Encourage** your team members to connect their personal fundraising page to a Facebook fundraiser – a quick and easy way to receive donations.



5. _____ **Hold a team fundraiser!** The possibilities are endless. From a yard sale at a team member's house to a potluck dinner where you charge guests a small fee to attend – get creative.

6. _____ **Use social media** to keep friends and family aware of your efforts, ask for donations, and thank supporters.

7. _____ **WALK!**
8. _____ **Capture the moment.** Coordinate a time to have your official team photo taken on Walk day. Make sure to share your photos with us on social media using **#AHRCWalk**.

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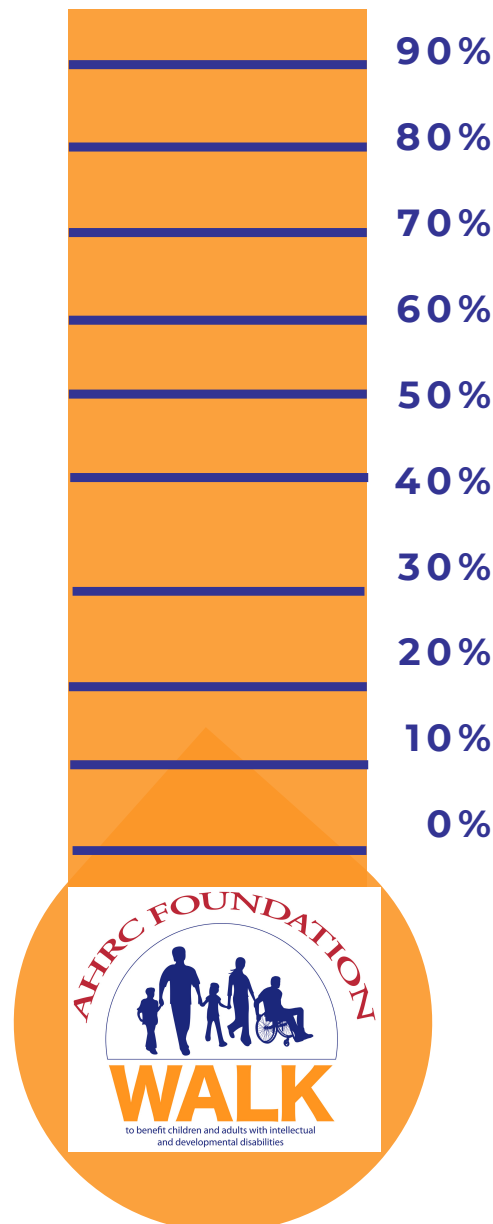
OUR TEAM PROGRESS

Team Name >

Fundraising Goal > \$

Why We Walk >

Goal!



Sunday, October 16, 2022

SAY THANK YOU

It's so important to acknowledge the support you receive. Here are a few creative ways you can say thank you:



- **Post a thank you video** every time you receive donation. It feels great to receive a personal thank you, and when others see your post, it will be a nice reminder for them to donate.
- **Use your Participant Center.** You can always use the thank you email templates provided in your Participant Center.
- **Say thank you during your event.** If you're hosting an event that your supporters will attend, you can thank them on event day. Consider creating a poster or sign that has everyone's name on it.
- **Post on social.** When you thank donors with a shout out on social media, they feel excitement.



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