



## Team Captains' Guide

# Just the Facts

The Hemophilia Walk is NHF's largest event dedicated to finding better treatments and cures for bleeding and clotting disorders, and to preventing the complications of these disorders through awareness, education, advocacy and research.

Established in 1948, NHF is the premier organization in the U.S. serving the bleeding and clotting disorders community. Now in its 60<sup>th</sup> year, NHF continues to be a vital resource for prevention education and provides a network of support for Americans living with bleeding disorders and their families.

- What:** 2010 Hemophilia Walk
- When:** Sunday, October 25, 2010. Registration at 9:00 AM.
- Where:** Fisher College of Business Courtyard  
The Ohio State University  
2100 Neil Ave.  
Columbus, OH 43210
- How:** Go to [www.hemophilia.org/walk](http://www.hemophilia.org/walk) to sign up as a Team Captain for the Hemophilia Walk. You'll go through a series of steps, including ones where you choose a team name and recruit team members from your circle of friends, family, co-workers, and neighbors.
- Who:** Kindra Hill, Event Manager  
Central Ohio Chapter of NHF  
(614) 429-2121  
[khill@hemophilia.org](mailto:khill@hemophilia.org)

## National Presenting Sponsor:



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# Become a Team Captain

Anyone of any age can form a team and become a Team Captain. A team is a group of people who come together to support the Hemophilia Walk. It can be made up of family, friends, neighbors, classmates, co-workers, or members of your book club, place of worship, sewing club, etc. Don't worry ... forming a team is easy to do!

1. **Register your team online.** Go to [www.hemophila.org/walk](http://www.hemophila.org/walk). Find the walk you want to join, choose a name for your team and sign up.
2. **Set a personal fundraising goal.** As a Team Captain, you should lead by example – set a high fundraising goal.
3. **Ask your friends and family to join you as a team member.** Ask them to sign up online under your team name and start raising money.
4. **Tell your personal story – Part I.** Design your own fundraising page online. Tell everyone why you are participating in the Hemophilia Walk. Make it personal – post photos!
5. **Tell your personal story – Part II.** Write letters or send e-mails to friends and family asking them to support your efforts. Tell them how easy it is to donate online or send you a check.
6. **Create your team identity.** Create a team T-shirt, buttons or hats for your team to wear on walk day.
7. **Attend the Kickoff Event.** You'll get all the instructions, inspiration, and materials you need to organize your walkers.
8. **Stay in touch with your walkers.** Stress the importance of fundraising to further the mission of NHF: finding the treatments and cures for people with hemophilia and other bleeding and clotting disorders, and raising funds for awareness, education, research and advocacy.
9. **Stay in touch with the local chapter staff.** Let them know your fundraising challenges and successes. They can give you ideas that have worked for other teams and send you materials.
10. **Attend the WALK!** Make sure your team makes a big impact with colorful T-shirts and/or accessories. Don't forget to bring all pledges and pledge forms to the Walk.

- **Who should be the Team Captain?**
  - The person who has the most leadership skills on the team and is able to give the most time to the project.
- **Is there a minimum or maximum number of walkers on a team?**
  - No. Teams can be as small as two or three walkers or as large as hundreds of walkers.
- **Can a team have more than one Team Captain?**
  - Yes. Typically, each Team Captain is responsible for 10 walkers. So if your team is large, it's best to have multiple Team Captains.
- **What kind of support and instruction do Team Captains receive?**
  - The Kickoff Event will provide all the materials, instructions and inspiration you'll need! Afterward, Team Captains will receive pre-walk progress reports that contain team-building and fundraising tips.
- **Can I walk if I don't form a team?**
  - Yes. We think you'll have more fun if you join a team, but many walkers come individually.
- **How do we raise money?**
  - Write a letter or send an e-mail to friends and family asking for their support. Our Web site, [www.hemophilia.org/walk](http://www.hemophilia.org/walk), offers a safe and secure way to send a donation. If you collect checks, bring them with you to the Walk.

# Fundraising Letters

There are ten key steps in a fundraising letter or e-mail writing campaign:

1. Write the letter/e-mail. Say what you are doing and why you are doing it. Tell your personal story and make it clear why the Hemophilia Walk is important to you and your family.
2. Mail /e-mail it to family members, friends, co-workers and business associates (try using your holiday card mailing list) 3-10 weeks before the walkathon.
3. Enclose a copy of your walker pledge sheet with your personal pledge on it so everyone knows that you are personally contributing to the cause you are asking them to support.
4. State your personal fundraising goal in your letter/e-mail. The higher the better!
5. Include in your letter/e-mail some information on the important research that the National Hemophilia Foundation (NHF) is funding.
6. Be sure to say that donations are tax-deductible and that checks should be made payable to the “Central Ohio Chapter of NHF”
7. Be sure to say that you would like the donation mailed to you by the date of the Walk so you can turn it in then. Also make sure your mailing address is highlighted in the letter. Or better yet, enclose a pre-addressed return envelope if possible. (Donations should be returned directly to you so you can keep track of your supporters and personally thank everyone after the Walk.)
8. Remember to include on your mailing list any vendors, consultants and business people with whom you or your spouse may work. These people tend to make larger donations since they often will make them from their business checking account rather than from a personal checking account.
9. Be sure to send thank-you notes after the Walk to everyone who sponsors you.
10. Remember, the more people you mail/e-mail to, the more money you will raise for NHF’s programs and research.

Anyone can raise \$500 with a little bit of effort. Here's one way to do it:

## **Raise \$500 In 7 Days**

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|---|----------|
| #1 Sponsor yourself first                             | \$50.00  |
| #2 Ask 4 family members to sponsor you for \$25 each  | \$100.00 |
| #3 Ask 5 co-workers to contribute \$15 each           | \$75.00  |
| #4 Ask 5 friends to contribute \$15 each              | \$75.00  |
| #5 Ask 5 neighbors to sponsor you for \$15 each       | \$75.00  |
| #6 Ask your boss for a company contribution of \$50   | \$50.00  |
| #7 Ask 3 local businesses for a donation of \$25 each | \$75.00  |

# Team Shirts

More than anything else, team shirts unite a group of walkers as a *TEAM* at the Hemophilia Walk. Here are some tips to keep in mind regarding team shirts:

1. They should be bright and colorful so the team wearing them stands out as much as possible the day of the Walk.
2. The designs, logos and slogans on them should be as creative and unique as possible so they are a conversation piece both during and after the Walk. Team shirts are (in effect) walking billboards showing your business, organization or family team's support for hemophilia awareness and NHF.
3. A great way for a business or family team to develop creative and unique designs for its team shirt is to sponsor a shirt design contest.
4. Another great way is to tap the talents of a company's PR Department staff, or the family's "in-house" artist/designer. Most shirt vendors can also help you design a unique and interesting team shirt.
5. An important point to remember is that team shirts are paid for by the team so that every dollar raised in the Walk will go to support the National Hemophilia Foundation and its outstanding programs.
6. Another important thing to remember about team shirts is that they are a very effective walker recruitment tool if publicized and promoted by the team captain prior to the Walk. They are also a great way to thank walkers for their support.
7. Although creative, unique team shirts are best, a bland, uncreative shirt is, in most cases, better than no team shirt at all! Almost all teams usually get better at designing their shirts as the years go by. Get started by having a team shirt this year, and next year your design will be even better!
8. Need help designing, ordering or paying for your team shirts?  
Contact:

Rob Alexander, Executive Director  
Central Ohio Chapter of NHF  
(614) 429-2120  
[ralexander@hemophilia.org](mailto:ralexander@hemophilia.org)