



Team Captain Guide

Taking Steps for a Better Tomorrow



Even If There's No "I" in "Team," We're So Glad There's You

Teams are the heart of what makes Walk-N-Roll for Spina Bifida so successful. Corporations, families, organizations, and school groups build teams to honor those who have been touched by Spina Bifida. Team members make a difference by asking their colleagues, friends, family, and acquaintances to sponsor them with a donation to the cause.

As a Team Captain, you've just taken the first step in making our common goals a reality. Thank you! We're so grateful to have your leadership as we begin the Walk-N-Roll for Spina Bifida. The funds you raise will go to support our mission efforts, including research, education, and advocacy. Long after your Walk-N-Roll event is over, we hope you will feel—and see—the results of your efforts in your own community.

Walk-N-Roll for Spina Bifida is a one day walk dedicated to raising funds for programs and services to benefit those living with Spina Bifida. In communities across America, we're gathering to make a difference and to show our belief that a better tomorrow is within our reach. Teams share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Spina Bifida. As a Team Captain, you're a link to the more than 180,000 of Americans living with Spina Bifida. We need your help!

If you've never been a Team Captain before—or if this is something you do every year—this guide was made just for you. It has tips and information to help you form a Team, set (and reach!) fundraising goals, and have a meaningful Walk-N-Roll experience.

Team Captains are the volunteer leaders who help us be successful by organizing teams. The following pages will teach you everything you need to know to be a successful Team Captain.

Why Walk-N-Roll as a Team?

Ever heard the expression, “two heads are better than one”? The same is true for walking. You'll have more fun, and enjoy your Walk-N-Roll experience more, if you Roll as a Team!

In addition, you'll never find a better reason to walk than for the Spina Bifida Association and the fight for Spina Bifida. In 2009, the Centers for Disease Control (CDC) released a new estimate that there are over 180,000 Americans living with Spina Bifida – more than double the previous estimate. Today, we need your help more than ever!

What are the benefits of forming a Walk-N-Roll for Spina Bifida team?

- Enhances employee morale and builds team spirit
- Provides an opportunity to benefit a cause with your friends, family, and coworkers
- Provides a wellness activity to employees; healthy employees are more effective employees
- Provides an opportunity to build relationships with customers
- Provides business-to-business marketing opportunities
- Enhances commitment to your local community

About the Spina Bifida Association

The Spina Bifida Association is the sole national voluntary health organization dedicated to Spina Bifida research, care, and support. Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected.

The Role of Team Captain

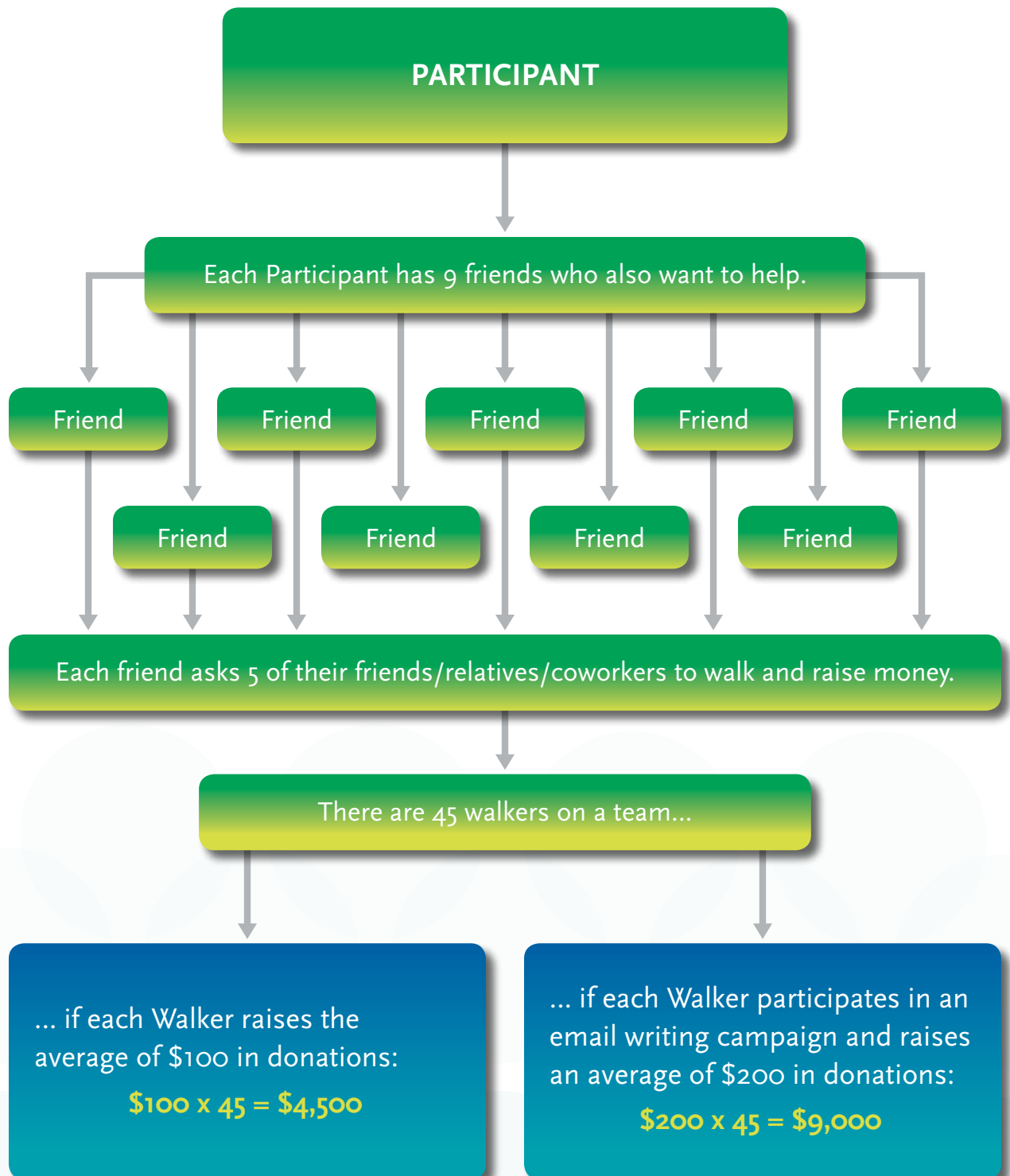
Team Captains help make a meaningful impact on the lives of those with Spina Bifida by helping to raise much needed funds.

The Spina Bifida Association is thrilled to welcome you as a Team Captain and is committed to helping you every step of the way.

Primary Responsibilities

- Recruit at least nine friends, family members, and business associates to participate as members of your Walk-N-Roll for Spina Bifida team.
- Register online and take advantage of easy-to-use online fundraising tools. Go to <insert Web address> and locate the location of the Walk-n-Roll you are participating in. From that location's registration site, you can create your own team Web site, send personal emails to fundraise online, track online and off line donations, and share your story. Ask each of your team members to join your team online.
- Encourage team members to set and surpass their fundraising goals. Every Walk-N-Roll for Spina Bifida participant is asked to set a minimum \$200 goal. Walk-N-Roll for Spina Bifida offers prizes for successful fundraising.
- Plan a team-building kickoff and invite attendees. Contact your local Spina Bifida Association to help you plan the kickoff and build your team. Offer food and watch interest soar!
- Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal. Walk-N-Roll for Spina Bifida not only provides every team with their own Web page, but also provides each participant with his or her own Walk-N-Roll for Spina Bifida HQ, which includes a customizable personal Web page, sample emails and letters, as well as helpful fundraising tips.
- Share Walk-N-Roll for Spina Bifida fundraising advice, team progress, and walk day information with your team members.
- Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team.
- Encourage team members to submit pledges collected offline to you for submission to the Spina Bifida Association. *Note: Offline pledges will not show in your online total until received and recorded by the Spina Bifida Association Chapter.*
- Ask for help! The Spina Bifida Association is here to help you through your journey as a Walk-N-Roll for Spina Bifida Team Captain!

The Power of Team: More Money for More Mission!



Help your team members raise \$200

Walk-N-Roll for Spina Bifida is a fun and inspiring event that helps the Spina Bifida Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Spina Bifida. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Spina Bifida alone.

Team Captains encourage team members to each raise \$200 or more. In the time leading up to the event, the Spina Bifida Association will provide Team Captains with fund raising tips to share with team members.

It's easy to raise \$200

Here are a few ideas:

- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Walk-N-Roll for Spina Bifida.
- Host a fundraising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot join you on walk day to help you collect donations.
- Ask your company and other companies to conduct a Dress Down Day for their employees and ask for donations to participate.
- Hold a garage sale and ask your team members to donate items to be sold.
- Take your fundraising letter and Walk-N-Roll for Spina Bifida information everywhere you go.
- Ask one person a day to sponsor you in Walk-N-Roll for Spina Bifida.
- Ask your friends to contribute to Walk-N-Roll for Spina Bifida instead of purchasing a gift for your birthday, anniversary or any occasion.
- Promote yourselves – call your local newspaper and let them know what your team is doing. Offer to send a photo. Publicity generates donations.
- Ask five to ten people to save their change for you for a month. Give them decorated buckets to keep the change in. Hold a “counting party” at the end of the month.

Who to ask?

This is the time to ask everyone you have supported to now support you. Here is a list of ideas for asking others to support you.

- Send an email or a letter to everyone in your address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Continue to ask your team members to invite their friends, family members, neighbors, and business associates to walk with you until you reach your recruitment goal.

Using your social media networks to make the ask

Are you on Facebook, MySpace, LinkedIn or some other type of social media network? These can be valuable tools for recruiting team members and raising funds! Download the Walk-N-Roll logo from the Web site and post it to your social media page. Update your status frequently with information about how to join your team, how to make donations, and updates on how your recruiting and fundraising efforts are going. Be sure to send out the link to your personalized fundraising page!

Register your team

Team registration is available online or via mail.

Online

Visit <insert Web address> to register your team online for the Walk-N-Roll for Spina Bifida in your area and take advantage of easy-to-use online fundraising tools. As a team leader you can create your own team Web page, send personalized emails to recruit and motivate team members, and track your team fund raising progress.

Once the team captain has created the team Web page. Team members can register to join the team, create their own personal Web page and send out emails to invite friends, family members and business associates to sign up or donate on their behalf.

The team and individual Web pages allow team leaders and members to track their fund raising success and team recruitment efforts online. Team leaders receive email notification when a new team member has registered. Team members receive email notifications when donations are made on their behalf.

Mail

Team members can also register for the Walk-N-Roll for Spina Bifida by completing and mailing or faxing a registration form. Contact your local Spina Bifida Association Chapter for registration forms.

Build your team

Once registered, get the word out and build your team. Invite a company executive or department head to send an email encouraging employee participation in Walk-N-Roll for Spina Bifida and listing the Team Co-Captains to contact for more information. Invite friends, family members, neighbors, and business associates to walk with you.

Talk about the event and your team with everyone you meet. Use the email and letter templates, or place an ad in local newspapers or newsletters to recruit community members. Be sure to include contact information and <insert Web address>.

By creating a little friendly rivalry or offering incentives, Team Captains can really build team momentum. Incentive ideas include: a day off from work, skipping chores for a week, raffles, casual day at work, and a month-long reserved parking space. Incentives don't have to be expensive to work!

Conduct a team kickoff. Let the Spina Bifida Association help! Call your local Spina Bifida Association to schedule your kickoff event.

Timeline

8-12 weeks

- Register team online or submit forms.
- Build a team and personal web page at <insert Web address>.
- Set your team goals.
- Begin recruiting team members via email, phone calls and letters.
- Find your company's matching gift policy.
- Begin collecting donations – it's never too early.

4-8 weeks

- Hold a team kickoff party.
- Continue recruiting team members.
- Email your team with important Walk-N-Roll for Spina Bifida updates and information.
- Continue collecting donations.

2-4 weeks

- Host a team fundraiser – cook-off, garage sale, etc.
- Email your team with weekly incentives and updates.
- Be sure your team members are registered.

1 week

- Be sure you have all of the walk details from the Spina Bifida Association.
- Let your team know what time and where to meet at the walk.
- Collect team pledges and turn them in to the Spina Bifida Association.

Walk Day

- Meet your team at the assigned location.
- Turn in additional pledges.
- Take a team picture.
- Enjoy the day and celebrate the difference you are making with your team.

After the Walk

- Collect and turn in additional pledges.
- Congratulate and thank team members for their hard work.
- Host a thank you wrap-up party and recognize top team members.
- Start planning for next year!