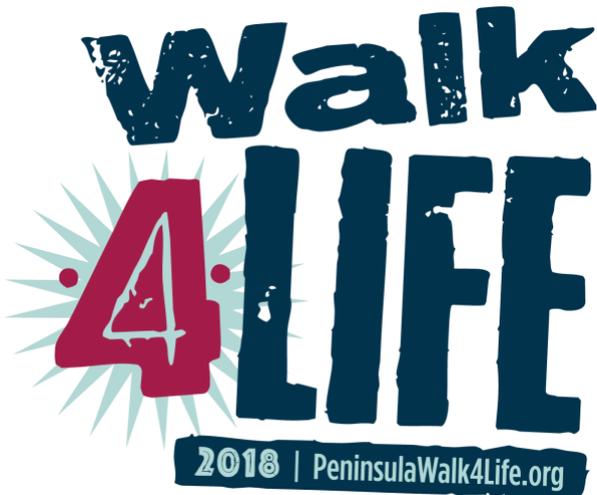


*Care Net Peninsula
Walk 4 Life*

Team Leader
Instruction Booklet



Dear Champion,

Thank you for stepping up as a team leader and defending the lives of pre-born babies in our community. You are a bold voice for Life in our area!

The Walk 4 Life is one of our biggest fundraisers and enables this ministry to continue providing compassionate care to women and families facing unplanned pregnancy in our area. It is also a way to spread the word about our work across cities and churches.

This past year has been a year of growth. We saw a record number of clients in 2017. More than 7 out of 10 women who walked through our door last year initially undecided about their pregnancy outcomes made the decision to give LIFE to their babies. This event helps make that possible.

It is our hope that this role will encourage and challenge you as you are a voice for Life.

Enclosed are instructions and tips to help you be a successful Team Leader. If you have any questions, please don't hesitate to contact us. We are grateful for your support.

God bless you!

A handwritten signature in cursive script that reads "Kimberly Logsdon". The signature is written in black ink and includes a long horizontal flourish at the end.

Kimberly Logsdon
Executive Director

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YOUR ROLE

Your role is simple but critical:

- **Recruit** fundraising walkers
- **Promote** the event (if you're a church team leader)
- **Connect** with your walkers regularly to encourage them in their efforts.

WALK LINGO



Is there a cost to walk?

There is no participation fee, but our hope is that everyone who comes out to the Walk will fundraise.

AVAILABLE RESOURCES

Walker Flyer- provided at information session

Poster- (provided & additional online)

Fundraising Tips Sheet- see page 10 for example (available to be printed online)

Bulletin Announcements- see page 9

Pledge Sheets- If needed, find online

Testimonial Videos- Downloadable online

Visit carenetpeninsula.org/event-materials/ for printable materials

TEAM LEADER CHECKLIST

MEET WITH YOUR PASTOR EARLY

- Ask your pastor to share about Care Net Peninsula's Walk 4 Life during one of your services, and set up a table display with Walk Information
- Show your pastor the available resources

TALK TO SMALL GROUPS ABOUT WALKING

- Provide Small Group Leaders with fundraising forms so they can get their small group involved
- Encourage a friendly competition within the groups to see who can reach the most pledges

TALK WITH YOUR NETWORK OF FRIENDS TO PARTICIPATE

- Encourage your neighbors, coworkers, school, or friends to participate!

SET A TEAM GOAL

CONTACT PAST FUNDRAISING WALKERS (FOR PREVIOUS PARTICIPANTS)

- Ask if they want to Walk again (usually very easy to get them to do it again)

PROMOTE THE WALK

- Bulletin announcement
- Video

KEEP IN CONTACT WITH YOUR WALKERS

- VERY IMPORTANT!!!
- **If someone tells you they will register... check to see if they actually did!**
- Encourage walkers with personal notes and emails from you

TIMELINE

ASAP: Create your team online!

8 weeks out (March 3rd)

- Connect with your pastor
- Connect with small group leaders

7 weeks out (March 10th)

- Contact 2017 Walkers to see if they will participate again

6 weeks out (March 17th)

- Publish announcement in church bulletin

5 weeks out (March 24th)

- Contact those that have registered to encourage their fundraising efforts
- Play one of Care Net Peninsula's videos during a service

4 weeks out (March 31st)

- Keep up the momentum! This is when we see the most people sign up to Walk!
- Recruit Fundraising Walkers
- Follow up with people who expressed interest but didn't set up their FundEasy

3 weeks out (April 7th)

- Continue to recruit new Fundraising Walkers

2 weeks out (April 14th)

- Encourage your teammates in the final stretch over the finish line!

1 week out (April 21st)

- Give your team Walk details

WALK: SATURDAY APRIL 28TH

ONLINE REGISTRATION & COMMUNICATION

HOW TO REGISTER

1. Go to **peninsulawalk4life.org**
2. Click *Participate* button
3. If you have participated in the past, click '*register as*' for the system to automatically fill in your information
4. *Team Leaders Only* click "ADD A TEAM" (adding a team automatically assigns you as the Team Leader)
5. Make the name of your team your church name
Example: **Grace Church Team**
7. Set up your Fundraising Page (watch the provided video)

WHAT IS MY FUNDRAISING PAGE?

Your fundraising page is essentially a 'giving profile' where your sponsors can donate to the Walk. It's a great link to share on your social media outlets!

HOW DO I ACCESS MY GIVING PROFILE PAGE AFTER I REGISTER?

1. Go to peninsulawalk4life.org
2. Make sure you are logged in by going to the top right of the page

SETTING UP YOUR PAGE

1. Add a profile picture or our video to your page
2. Write a welcome message
3. Edit your goal amount

HOW TO RECORD GIFTS

1. To record a cash or check gift click *Record Offline Gift*
2. If you turn in a pledge form, please mark on the form "entered online" for cash, check, & 'Bill Me' gifts that you already entered
3. To record Credit Card gifts click *Online Gift*

DAY OF WALK

April 28th 2018

Check-In: 8:30am

Walk: 9am

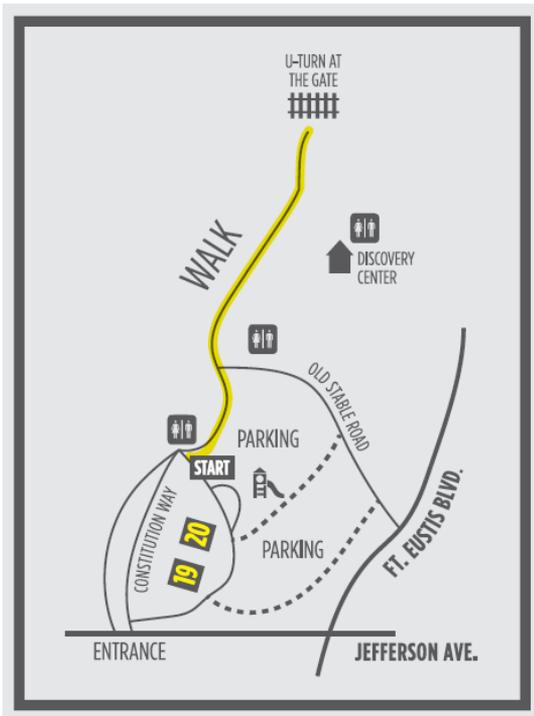
Newport News Park Address:

13560 Jefferson Ave Newport News 23603

Meet at Shelters 19 & 20 (follow signs in park)

Walk4Life at **NEWPORT NEWS PARK**

13560 Jefferson Avenue | Newport News, VA 23603



BULLETIN ANNOUNCEMENTS

Bulletin Excerpt: Care Net Peninsula is a Christ-centered non-profit organization with a mission to bring practical help and hope to women facing pregnancy decisions. Out of a dedication to protect the inherent value and dignity of all human life, Care Net Peninsula's Pregnancy Center offers these confidential services at no cost to clients: pregnancy verification; pregnancy confirmation by ultrasound; options counseling; adoption & community referrals; parenting education; baby & maternity needs; and abortion recovery programs. We have served the Peninsula for 31 years, with a medical center located in Newport News across from City Center. As we reach more women, abortions on the Peninsula continue to decrease!

Raise funds, SAVE LIVES! <Church name> is committed to supporting Care Net's Peninsula's Walk 4 Life on April 28th. Our church's goal is to have <goal> fundraising walkers—will you help? Register online at www.peninsulawalk4life.org

Go the extra mile for moms and babies! Help raise funds to support Care Net's Peninsula's Walk for Life on April 28th—every dollar makes a difference for this vital local ministry. Register online at www.peninsulawalk4life.org to get started helping to save lives!

"I saw the heartbeat, which ruled out abortion." Care Net Peninsula has a unique opportunity to minister to women and families as they experience the challenge of an unplanned pregnancy. Register online at www.peninsulawalk4life.org.

FUNDRAISING TIPS

- **Set a personal fundraising goal**– the higher the goal, the more you'll raise! (Put yourself in the place of a friend or family member– would you donate more to a friend if his goal was \$200 or \$2,000? People want to support you and the things you support, so setting a high goal shows ambition, commitment and determination to a cause you believe in!)
- **Donate to yourself**- others will appreciate that you are devoting both your time and your own finances.
- **If you have done the Walk before, contact those who donated to you last year** – thank them for their gift and ask for their support again. Ask for a specific amount; if they can't donate that much they will offer what they can.
- **Be enthusiastic when asking for pledges**– let people know their money makes a difference in the lives of moms, dads and babies!
- **Start early**– the sooner you start asking for donations, the more money you will raise. As soon as you register, get organized and start asking.
- **Personalize** your fund-easy page by adding your own text, pictures or video– remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you're getting involved and how you're connected to Care Net. (It does not have to be long.)
- Let your donors know their **donations are tax deductible**.

HOW TO RAISE \$1500 IN THREE WEEKS

Week 1:

- Start by making a pledge to yourself for \$50.
- Send out a letter, email or text to at least 30 friends and acquaintances asking for a minimum pledge of \$25. If just half of those contacts come through at \$25, you will have raised \$375.
- Send a few direct messages to some Facebook friends: 4 friends come through at \$25 each.
- Post your fund-raising webpage link on Facebook asking for a \$5 pledge: 5 friends come through at \$5 each.

Week 1 = \$550

Week 2:

- Ask 5 relatives for a minimum pledge of \$25.
- Set up a matching challenge! Personally ask a generous donor if he'll give \$100 if you secure 4 friends who will pledge to you for a minimum donation at \$25 each.
- Ask 5 neighbors to pledge to you for a minimum donation of \$20 each. (Each year, one of Care Net's top walkers raised most of her funds by going door to door asking for pledges with her family!)

Week 2 = \$425///Total= \$975

Week 3:

- Ask 5 other relatives for a minimum pledge of \$25.
- Ask 8 co-workers to pledge to you for a minimum donation of \$25.
- Ask your boss to pledge to you for \$50.
- Ask 3 local merchants (like your hair salon, favorite bakery or restaurant and gym you frequent) to pledge \$50 each.

Week 3 = \$525///Total = \$1500

QUESTIONS?

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