



Arthritis Foundation®

Team Captain Handbook



Team Captain Handbook

Welcome!

Congratulations! Forming a team and participating in the Jingle Bell Run/Walk for Arthritis is a great way to give back this holiday season. Regardless of the size of your team, you'll feel good knowing that your group made a difference in the fight against arthritis. So, get started today and invite others to join your team.

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Let's Get Started

Your Jingle Bell Run/Walk team leader process is simple. This guide will offer step-by-step instructions for the recruitment and fundraising season as well as samples and useful resource documents.

Step 1: Organize

- Set up your team page at www.arthritis.org/jbr
- Assemble your team leaders. Share the team captain responsibilities with others who can add their own special talents and skills

Step 2: Recruit

- Spread the word about Jingle Bell Run/Walk throughout your company, organization and network
- Share your team page registration link with everyone
- Ask participants to register online. This will help you track everyone's success.

Step 3: Fundraise

- Beyond the registration fee, encourage all your team members to fundraise
- Share your team goal, fundraising ideas and keep everyone aware of the team's progress.

Step 4: Participate

- Join thousands around the country in what Greatist.com 2012 called one of "The 21 Most Incredible Themed Races".
- Wear a holiday-inspired costume. Team costumes are especially fun!
- Thank your team members, corporate supporters and donors



Team Captain Timeline

You can build a successful team in 6 weeks! Follow this guideline to keep you on track to reaching your goals.

Week 1 - Register online and begin building your team.

Invite friends, family, co-workers to join your team. Set a team goal, typically teams are at least 10 people raising \$1000. Begin thinking about a team theme or costume idea. You can even recruit co-captains to expand upon your recruitment effort. Co-captains can be representatives of company departments, tracts from your neighborhood, club leaders from around your metropolitan area.

Week 2 - Continue building your team.

Send out an email with a link to your team page and encourage people to register online. If you are building a company team, hold an internal kickoff/recruitment day to excite employees about joining the team. Add fundraising links to your Facebook Status or send a Twitter Tweet letting everyone know about the event.

Week 3 – Encourage team members to fundraise.

Weekly Focus: Encourage all team members to jump start their fundraising efforts by making a personal contribution on their personal web page. Encourage all team members to ask 10 friends to match their personal donation that week!

Week 4 - Encourage team members to fundraise.

Weekly Focus: Encourage all team members to send at least 10 emails through the online fundraising tool.

Provide an incentive to each team members reaching the 10 email goal, like being entered into a drawing for a gift card.



Week 5 - Encourage team members to fundraise.

Weekly Focus: Encourage all team members to make a list of the vendors/suppliers they use on a day to day basis (for example, dry cleaners, dentist, car dealer, grocery store, gym, etc...) and challenge them to ask these vendors/suppliers for a donation this week!

Week 6 - Final Fundraising Week!

Weekly Focus: Encourage all team members to send a final reminder email to their family and friends who have not yet donated to their fundraising efforts. In today's busy world, it often takes up to 3 emails to get someone to act. Promote the event details on Facebook or Twitter to get any last minute friends to join your team or donate.



Be A Successful Team Recruiter

Potential Sources for Team Co-Captains and Team Members:

Co-Workers
Company Vendors
Family Members

Friends
Neighbors
Personal Vendors

Team Recruitment and Fundraising Timeline:

1. First Recruitment Email – Within one week of signing up as a Team Captain, send out emails to your prospect members and donors list (see above Potential Sources for ideas) asking them to join your team
2. Internal Kickoff Invitation – Invite your currently registered team members, anyone who has expressed interest and your prospective members to your team kickoff meeting.
3. Recruitment Follow Up – Within one week of your team kickoff meeting, follow up with anyone who has not yet responded and ask them to “Join my Team”.
4. Donation Request
5. Donation Follow Up
6. Thank You Email

TIP: Don't forget to call or mail a note/letter to your prospective team members and donors who may not use email as frequently as you do.

Sample Letters and Emails:

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Sample A: Team Captain Memo – Recruit Team Co-Captains!

Send this Sample Memo to the leaders of your company to identify representatives

To: Department Heads
From: (NAME OF SENIOR LEVEL EXECUTIVE)
Date:
Re: Jingle Bell Run/Walk, benefiting the Arthritis Foundation

(COMPANY NAME HERE) will be tying jingle bells to our shoelaces and raising funds for the **Jingle Bell Run/Walk, benefiting the Arthritis Foundation**. This festive event will be held at (LOCATION) on (DATE). **Did you know that one in five Americans has arthritis?** That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too.

Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

Running/walking can be a contributing factor to a healthy lifestyle. And as an organization committed to our employees' wellness, we want to offer you an opportunity to help build upon your own quest for wellness and support the Arthritis Foundation at the same time.

In addition to serving as (TYPE OF SPONSOR) Sponsor of **Jingle Bell Run/Walk**, (COMPANY NAME) is committed to having a large **Jingle Bell Run/Walk team**, with at least (NUMBER OF PEOPLE) individuals raising at least \$ (AMOUNT) collectively. To meet these goals, I am asking each department head to volunteer to be a (COMPANY NAME) Team Co-Captain. If there is someone else within your department who would like to serve as the Team Captain, he or she may take your place or work with you as a Co-Captain.

Being a Team Captain is easy and fun. You'll recruit team members from within the department and friends and family to participate in Jingle Bell Run/Walk. The Arthritis Foundation staff partner will give you all the necessary information to ensure your success!

Please confirm the name of your department's Team Captain with (INTERNAL LEAD TEAM CAPTAIN'S NAME) by (DUE DATE). The team coordinator or I will provide Team Captains with further information after that date.

Thank you, in advance, for your support and cooperation. Together, we can create a world free of arthritis pain.

Sincerely,
(NAME)

Sample B: Memo to Employees – Recruit Runners/Walkers!

Send this Sample Memo on company letterhead to all employees to announce the company's participation

To: All Employees
From: (NAME OF SENIOR LEVEL EXECUTIVE)
Date:
Re: Get Your Jingle On at the Jingle Bell Run/Walk, benefiting the Arthritis Foundation

(COMPANY/TEAM NAME HERE) will be tying jingle bells to our shoelaces and raising funds for the **Jingle Bell Run/Walk, benefiting the Arthritis Foundation**. This festive, family-friendly event will be held at (LOCATION) on (DATE).

In addition to serving as (TYPE OF SPONSOR) Sponsor of **Jingle Bell Run/Walk**, (COMPANY NAME) is committed to having a large team of at least (NUMBER) runners/walkers raising at least \$ (AMOUNT) collectively. To accomplish this goal, I am asking each of you to join our **Jingle Bell Run/Walk**.

Did you know that one in five Americans has arthritis? That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too.

Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

Joining our winning team is easy! The first step is to register online at www.arthritis.org. The second step is to simply ask your family, friends, and neighbors to sponsor you by making a contribution to the Arthritis Foundation, or to run/walk with you on the (COMPANY NAME) team. The third step is to join me on race day as we ***Jingle our way to a world free of arthritis pain.***

I know each of you will do your part to support both (COMPANY NAME) and the Arthritis Foundation in this worthwhile community event. Contact a (COMPANY NAME) Team Captain today!

(LIST TEAM CAPTAINS AND EXTENSION NUMBERS HERE.)

Thank you for your continued support!

Sincerely,
(NAME)

Sample C: Vendor Letter

Your solicitation to vendors should be personal and sent by a company representative or vendor representative. Send this letter at least 2-3 months prior to your event day.

Subject Line: You can help <Company Name> Jingle to Success and Fight Arthritis

On <event date>, I will be running/walking with my <Company Name> Team in Jingle Bell Run/Walk, benefiting the Arthritis Foundation, at <Event Location>. <Company Name> has set a goal to raise at least \$<amount>, and I am hoping you will join us by doing one of the following:

- **TAKE A LEADERSHIP ROLE:** Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit team members, collect donations and join us on <event date>.
- **MAKE A CORPORATE CONTRIBUTION:** Support our team by making a donation online, <insert team page link>, or by writing a check payable to the Arthritis Foundation and mail it to me. All donations are 100 percent tax deductible!
- **COME JINGLE ON MY TEAM:** Join our team by registering online at <insert team page link>, start fundraising beyond the registration fee and join us on <event date>. Feel free to join us in costume for this festive event! We have set a goal of \$<amount> per team member. For your participation, you will receive the official Jingle Bell Run/Walk T-shirt, share in the holiday spirit, and feel great in knowing that you are helping to create a world free of arthritis pain!

I am sure that you get solicited by several non-profit organizations each year, just as I do. But, **did you know that one in five Americans has arthritis?** That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too. Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

I sincerely hope that you will join me and help us reach our goals. If you would like to form your own team, please contact <Event Manager's Name> with the Arthritis Foundation at <phone number> or <email address> or simply visit www.arthritis.org and register today. Thank you for your time and consideration.

Sincerely,

Company Representative

Sample D: For Family Team Recruitment and Recruiting Outside Your Company – Request for Team Members

Use this email/letter to establish your Juvenile Arthritis (JA) Family Team or simply to expand your recruitment reach outside your company team.

Dear <Name>,

Our family is participating in Jingle Bell Run/Walk on <Date> at <Location>. We're excited to tie jingle bells on our shoelaces in support of the Arthritis Foundation.

Did you know that one in five Americans has arthritis? That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too. Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

<Team Name> is walking in honor of <Name>, who is battling arthritis every day. The Arthritis Foundation seeks to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. I want to invite you to run/walk with me at the Jingle Bell Run/Walk on <event date> at <event location>. Maybe you can ask your friends and family to do the same? You can join the team on our webpage at <insert Team page link>.

If you can't make it on event day, you can still join our team and help raise funds to reach our goal of \$<Goal>. Or you can make a donation to support me at my fundraising page, <insert Personal page link>. Use your credit card — it's easy and secure. Or you can send me a check in the mail. Make it out to the Arthritis Foundation and use my address below. Any amount you can give will make a big difference.

If you want to learn more about Jingle Bell Run/Walk or the Arthritis Foundation, please visit: www.arthritis.org.

Thank you so much!

<Name>
<Address>

Sample E: Team Captain Memo – Online Contest

Send this sample memo to team members to encourage fundraising. TIP: Ask a vendor to donate a prize for the giveaway. There are lots of prizes that are low or no cost options like: gift card to the favorite coffee shop near the office; premier parking spot at the office; lunch with the CEO; jeans day; department head or senior management team member washes the winner's car; an extra day off; etc.

To: All Team Members
From: (NAME OF SENIOR LEVEL EXECUTIVE)
Date:
RE: E-mail Can Earn You Great Prizes

Hello everyone and thank you for your support of this year's Jingle Bell Run/Walk. We all enjoy a little friendly competition, right? Our Arthritis Foundation staff partner has recommended some contests for people who send the most e-mails (or the most dollars online). We think it is a great idea! The employee that sends the most e-mails beginning <date> and ending <date> will win <prize, usually \$25 or more value>.

We encourage you to send these messages on break times, before or after work or from home. Good luck to all!

Sample F: Team Captain Memo – Team Members with \$0

Send this sample memo to team members to encourage fundraising.

To: Team Members
From: (NAME OF SENIOR LEVEL EXECUTIVE)
Date:
Re: It's Not Too Late To Get Your Jingle On at the Jingle Bell Run/Walk, benefiting the Arthritis Foundation

Hello <name>, thank you for agreeing to be a participant on our Jingle Bell Run/Walk company team. I am following up with all of our team members who are not showing any dollars on the website beyond their registration fee. If you have collected funds, thank you so much for your efforts so far. I am including some tips to collect funds to alter the course of arthritis for the 50 million Americans living with arthritis today.

- Use the online tool to send an e-mail to friends/family around the country (send to 10 people right now)
- Ask 3 people who “can’t say no to you”
- Ask people you spend money with like your: stylist, dentist, doctor, landscaper, insurance agent, etc.

Sample G: Thank You Memo – A Final Step for This a First Step for Next Year

Send this sample memo to all team members (including company vendor participants) and employees thanking them for their support

To: All (COMPANY NAME) Team Members, Senior Management, Team Supporters
From: (SENIOR LEVEL EXECUTIVE)
Date:
Re: **We “Jingled” to Success at the Jingle Bell Run/Walk, benefiting the Arthritis Foundation**

I’d like to sincerely thank you for your efforts in Jingle Bell Run/Walk, benefiting the Arthritis Foundation! The time and energy you spent paid off: we met our goal of (NUMBER) team members, raising \$(AMOUNT) to help create a world free of arthritis pain. We couldn’t have done it without you!

Arthritis is the leading form of disability in the United States, but with your help, we are bringing the Arthritis Foundation one step closer to realizing a world free of arthritis pain!

Thank you again for the time and energy you put into making this effort a great success.

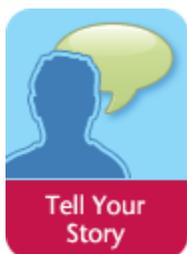
Sincerely,
(NAME)



Online Fundraising Quick Steps Guide

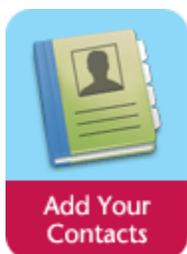
Step 1: Login to Event HQ

Welcome to your Event Headquarters! This is your private area to check on donations you receive and email friends and family. The buttons below will help you customize and utilize this great online fundraising tool.



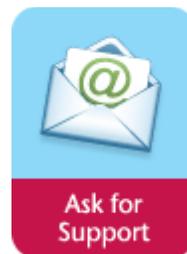
Step 2: Tell Your Story

This button takes you to the My Webpage section, so you can personalize your page. This is the page your donors will see; so give it your own touch by adding a picture and information about you and your reasons for participating in the event.



Step 3: Add Your Contacts

This area allows you to import your Address Book from a variety of sources (Hotmail, Gmail, etc.) and makes it easy to email your friends and family.



Step 4: Ask for Support

Next, start your email campaign to solicit friends and family for donations and to build your team. We've already done the writing for you...you just need to include your own story and customization. The email message will automatically include a direct link back to your personal page to make it as easy as possible for them to make a donation or join your team.



Step 5: Post to Social

Here you can fundraise through Facebook, send a Tweet and find a Facebook timeline cover to use. Plus, there are social media tips to help you optimize your fundraising via social media outlets.

And, don't forget to visit your "Reports" area often and see how you are doing! Utilize the other convenient tools to help you reach your goal!



Team Goal Setting Form

Team Name _____

Team Captain _____

Company Name _____

Email _____

Phone # _____ Number of Employees _____

Team \$ Goal _____ # Team Members Goal _____

TEAM PROFILE	Prior Year Actual	Current Year GOAL
# of Team Members		
Team Member Fundraising Goal		
Corporate Sponsorship/Vendor Support		
Matching Gifts		
Other Fundraising Activities		
Total Team Dollars		



Internal Team Kickoff Agenda Template

Get Ready to Jingle....

<Team Name> Kickoff Agenda

TIP: Hosting an internal team kickoff is a great way to engage prospective team members. It is an opportunity to recruit, educate and motivate the entire team to success! The agenda can be modified to fit the needs of your Team: from a 5-15 minute presentation at an all-employee meeting to a 30-60 minute presentation at an internal Team Kickoff Party.

1. Welcome & Introductions (5 minutes)

- a. Lead Team Captain, Company/Group Leadership
- b. Introduce all Team Co-Captains

2. Team Goals (10 minutes)

- a. Recruitment and Fundraising Goals
- b. Reaching Our Goals (team fundraising activities)
- c. Company Incentives

3. You Can Create a World Free of Arthritis Pain (10 minutes)

TIP: Coordinate with your local Arthritis Foundation office to have a representative for this portion of the presentation.

- a. About the Arthritis Foundation and Mission
- b. Facts About Arthritis
- c. "Arthritis is Unacceptable" Overview
- d. Where the Money Goes
- e. Making a difference

4. Who Do You Jingle For? (10-15 minutes)

TIP: Invite a colleague or member of your group to share their personal story and/or show a video available at <http://www.arthritis.org/jingle-bell-run-watch-video.php>

5. Day of Event Details (5 minutes)

6. Online Registration & Fundraising Made Easy! (5-10 minutes)

TIP: Have a computer or two set up to register team members on the spot before/during and end of the kickoff.

7. Questions & Answers

8. Thank You!





Unwrap Your Fundraising Potential

Here are some ideas on how to fundraise online, so you can fully *unwrap* your fundraising potential:

Dress Down Days: Ask your company and other companies to conduct a Dress Down Day for their employees. Designate a day, series of days or a week and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day. A template for stickers is ready for download on the Jingle Bell Run website on the Team Tools page.

Bake Sale: Hold a bake sale at work, church, or school or sell donuts, bagels and coffee in the morning.

Book Smart: De-clutter those bookshelves and have a book sale.

Snack Bar: Set up an inexpensive snack bar. Everyday employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fundraising goal.

Coin Saving: Ask five to ten people to save their change for you for a month. Give them decorated buckets. At the month's end, invite them to your home for a "counting party."

Meals on Wheels: Have a meal day where you will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

Garage Sale: Have a garage sale in your company parking lot or at your home and have all your friends, co-workers, and team members bring items from their homes to sell.

Movie Night: Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.

Car Wash: Get your team together on a weekend to hold a car wash. Some good places to have a car wash are parking lots of fast food restaurants, grocery stores and churches. Be sure to check with the owners before setting up!

Raffles: Ask a local merchant to donate a prize (restaurant gift certificate, TV/ DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling.

Yard Displays: Place plastic pink flamingos, wooden cows, or whirly birds in the front yard of unsuspecting donors... request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as "insurance" that they don't wind up back in their yard again.

Promote Yourself: Call your local newspaper and let them know what your team is doing. Send a letter or press release about your team with a photo. Your company can also write a newsletter article about you and other employees involved in the Jingle Bell Run/Walk. Publicity helps generate donations.

Brown Bag Lunch Day: Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you.

Fundraising Parties: Schedule a fundraising party to benefit the Arthritis Foundation. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. The restaurant/bar will benefit from the free publicity and the money you raise will go toward your goal.