

This is a brief outline of helpful materials to use and a general overview of steps to take that will help you stay on track leading up to the Walk to Cure Arthritis event.

I. Arthritis and Walk to Cure Arthritis Facts

• Arthritis Foundation Facts

- 50+ Million people have arthritis
- 1 in 5 adults and 300,000 children are affected
- Arthritis is the most common cause of disability
- Arthritis costs the US economy \$128 billion

• Where Does the Money Go?

- Support Programs
- Public Policy
- Research

• Walk to Cure Arthritis Fact Sheet – National Statistics

- More than 60,000 participants each year
- 100 Walk to Cure Arthritis events across the country
- In 2013, almost \$10 million was raised

II. Teams

- What is a team? Any group of people working together to raise money.
- All teams have a Captain for every 10 people on the team, to help organize donations and act as the liaison between the team and the Arthritis Foundation

III. Team Development Chair Job Description

• Recruitment Responsibilities

- Five subcommittee members to assist in team recruitment

• Retention Responsibilities

- Two to three subcommittee members to assist in team retention

• Meeting Responsibilities

- Lead one subcommittee meeting per month, two per month starting six weeks prior to the event
- Attend monthly Walk Committee meeting – These meetings allow for you to give an update on the progress your subcommittee has accomplished and what your strategies are for the month approaching
- Attend Walk and be the spokesperson publicly thanking the teams
- Conduct a kickoff event and two Team Captains Meetings

IV. Once You are Ready to Recruit Subcommittee Members

- Schedule face to face meeting with potential subcommittee members
- Review their responsibilities of team recruitment and retention
 - Recruiting, motivating and encouraging Team Captains to recruit and fundraise

V. All Members are Recruited...Next Steps

• Hold First Subcommittee Meeting

- Complete Tour of the Town (Community Assessment) – Brainstorm, see who knows whom
- Build a key contact working list
- Set your goal for how many new teams the committee will help recruit
- Set meeting dates
- Review team captain materials

• Other Committee Meetings

- Each member should give a progress report and their strategies and targets for the next month

VI. Follow Up

- Follow up with members between meetings to hold them accountable. Do not wait until the committee meetings to talk to your members.

VII. Once a Team Captain is Signed Up

- Invite to team captain meeting
- Encourage early team member recruitment
- Encourage team fundraising

VIII. Team Captain Meetings

- Goal is for three meetings
 - #1 What is Walk
 - #2 Fundraising Ideas
 - #3 Last Minute Info
- Agenda
 - Local and national statistics
 - Personal story
 - Walk video
 - Fundraising ideas should be included in all three meetings
 - Questions & answers
 - Extra materials provided

IX. Team Captain Kickoff Celebration

- Introduces the Arthritis Foundation to the local community through Walk
- The kickoff focus is to recruit more Team Captains and participants
- Invite all prospects and current Team Captains and community leaders
- This event is fun and high energy
- Event is held at least eight weeks prior to the event