

Team Captain Packet



Team up for a cure



Thank you for participating in the 2010 Juvenile Arthritis March (JAM)!

We appreciate your participation and know your support will help us find a cure for the more than 300,000 children living with juvenile arthritis. You are now a crucial part in the success of the Juvenile Arthritis March - let's JAM for a cure!

NEW this year, JAM will be held on the third floor, north food court of Mall of America.

This participant packet contains all the tools you'll need to get ready for JAM. If you would like additional help, please contact Liz Truax, Arthritis Foundation staff person, 651-229-5371 or etruax@arthritis.org.

We look forward to seeing you at JAM!

www.JAM2010.kintera.org

Why JAM?

Our mission

The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. The North Central Chapter serves residents of Minnesota, North Dakota and South Dakota where nearly 1.5 million people are living with at least one of the more than 100 forms of this chronic disease.

Where does the money go?

The Arthritis Foundation will use funds raised by this event to research the cause and cure for arthritis, support community outreach and education programs to directly help families cope with this devastating disease while initiating grassroots advocacy efforts. The North Central Chapter offers programs for both adults and children such as patient and family conferences and hundreds of free brochures.

JAM will help support:

- Juvenile Arthritis Family Network (JAFN), a monthly-family-networking group
- Chapter newsletters, including a juvenile arthritis e-newsletter
- Camp M.A.S.H. (Make Arthritis Stop Hurting) scholarships to send a child living with juvenile arthritis to camp in Wisconsin Dells, Wisc. for one week
- Juvenile Alliance Conference scholarships send families with a child affected by arthritis to a national conference that is fun, informative and rewarding, while extending their network of support
- Family Fun Day allows local families affected by arthritis to come together for a day of family fun
- Welcome care packages provide information to families with children newly diagnosed with juvenile arthritis
- Life Improvement Series Programs, including exercise, aquatic and self-help
- National and local research

**For more information about scholarships or juvenile programs
contact Liz Truax at the Chapter office.**

www.JAM2010.kintera.org

Recruit and register your team

Building a team of friends to run or walk with you is easy! Encourage everyone you know to join you or start a team.

- Have a party at your home or host a lunch at work. Serve snacks or dinner and invite people to join your team.
- Ask those people you don't know to join you by posting a sign-up sheet in the break room, sending e-mails or distributing flyers.
- Teams generally consist of 10 members, but you are welcome to have many more!

Follow these easy steps to register your team.

Step 1—Register Your Team

- Visit the JAM Web site, www.JAM2010.kintera.org.
- On the JAM Web site, click on the “Sign Up” button and then select “Start a Team.”
- Follow the instructions to start your team and use the tools under the “My HQ” tab to help personalize your Web page.
- Use the “E-mail” tab to send e-mails to friends, family and colleagues, inviting them to join your team or make a donation. A link back to your Web page will be included in every e-mail sent.

Step 2—Coordinate Your Team

- Make sure everyone on your team is registered online as soon as possible.
- Set a goal for the number of team members and how much you would like your team to raise. Communicate your goals to each team member so they can help reach the goal!
- Challenge team members to raise at least \$100 each to receive an official JAM T-shirt.
- Before JAM day, let everyone know where to meet so you can all experience the day as a TEAM!

Step 3—Motivate Your Team and Start Raising Money

- Hold team meetings to build spirit and keep everyone informed.
- Send periodic updates on the number of members on your team, your fundraising totals and great ideas to raise money.

Step 4—Have FUN and Thank Your Team Members

Make sure to thank your team members for their commitment. Give each team member a warm welcome when they arrive at JAM and let them know that they have made a difference in the lives of those living with arthritis.

The strength of people coming together for a common cause is greater than the strength of one.

Online fundraising and registration

Online fundraising is EASY! Manage your e-mail campaign, track your progress and watch the donations roll in all with your personal, easy to use JAM fundraising Web site!

Create Your Team Online

- During the registration process you will be asked to identify your team. This will automatically link your individual page with your team's page. In addition to individual walker pages, each team receives their own page where they can set and publicize the team goal, track their progress and link to all team members' pages.

Participant Web Pages

- Each participant receives their own personal Web page. Follow simple steps to create a theme, edit the text, and choose your own photo to make this page your own. Bring your enthusiasm to life by sharing your reasons for supporting the Arthritis Foundation with every site visitor.

My Headquarters (HQ)

- Send e-mail invitations to anyone you know who may consider making a donation to support you. A link back to your personal Web page will automatically be included in the outgoing e-mail. You can also view a visitation report to see who has visited your Web page and how often.

Convenient Online Pledges

- Make it safe and convenient for donors by encouraging them to donate online. The donation process is secure and none of their personal data will be shared.
 - ** Tip - If you are having problems, or do not want to enter all your contacts' e-mail addresses into your fundraising Web page, simply send your fundraising e-mail to yourself and then forward it to your friends from your own inbox.

Tell a Friend

- Use our simple and easy form to spread the word.

Donation Tracking

- View a report that details all online pledges that have been collected.

Donor Appreciation

- Donors can see their name in lights! With the Honor Roll scrolling box, donors' names are able to be recognized. Don't worry, donation amounts are kept private.

Goal Setting

- Use the fundraising thermometer to set a goal and track your progress.

Tips for successful fundraising

**The most important rule of fundraising is:
People give when they are asked. If they aren't asked, you are denying them the opportunity to support you.**

Fundraising Quick Tips

- **E-mailing** your friends and family from your online HQ is the quickest and easiest way to raise more money in less time.
- **Use the materials** in this packet - pledge sheets, donor receipts and lots of ideas.
- **Set a goal** and educate your donors on what you are reaching to achieve.
- **On Facebook?** Spread the word to all of your online friends along with a link to your donation page!
- **Arm yourself with facts** about arthritis and the Arthritis Foundation. Let donors know that their donation will help further the mission to prevent, control and cure arthritis. Visit www.arthritis.org to learn more about what we do and how you can help.
- **Develop a fundraising calendar** - Spread fundraising activities over a period of time. A plan that spans a few months is a great way to keep the excitement going and raise a tremendous amount of money along the way!
- **Delegate.** Ask your friends and family to help! Every time someone makes a donation, ask him or her to forward your e-mail to a friend. This way you can reach people you don't even know. Ask your spouse to take donation forms to their office or ask your mother to take forms to church. It's a great way to multiply your donations.
- **Dedicate your fundraising effort** to an individual living with arthritis. Walk and raise funds in their honor. Your honoree can be a co-worker, classmate, friend or family member with arthritis. Putting a face with the cause helps donors realize the impact of the disease.
- **Ask your donors if their company has a matching gift program.** You can easily double your fundraising through matching gift plans.
- **Remember to say "Thank You!"** Write personal notes, send a standard letter, use e-mail or hang a big poster in the breakroom to thank your donors for their support.

Fundraise from A - Z

- A - Auction off a prime parking space at work, Auction off a half-day of work, Auction yourself to work a day for someone
- B - Bowling fundraiser, Babysit, Barbeque lunches, Bartend at your favorite bar, Book sale, Bulletin boards, Bake sales
- C - Carpool for profit, Car wash, Casual day, Loose change, Chat rooms, Chili cook-off, Cookbooks
- D - Dinners, Deliver meals, Dance
- E - Errand service, Envelopes at restaurant tables
- F - Food tasting party
- G - Game night, Garage sale
- H - Happy hour, Hair salon, Hat day at work or at school, Holiday mailing
- I - Ice cream sales in lunch room
- J - Join us at our JAM Kick-off on Jan. 13
- K - Karaoke nights
- L - Lawn service, Letting writing
- M - Matching funds, Movie ticket donations, Maid for day
- N - Newspaper or newsletter
- O - Oops... Don't miss the JAM Kick-off on Jan. 13!
- P - Pancake breakfast, Penny jar, Pet service, Pizza night, Payroll deduction
- Q - Quit procrastinating and get your letters out!
- R - Raffle, Radio station, Restaurant donations
- S - Shoe shines, Skating party, Silent auctions, Soup dinner
- T - Tupperware party, Tribute pledges, T.V. party
- U - Use these fundraising tips and you will be sure to succeed!
- V - Vending machines, Video sale
- W - Waiters, Web site, Wine tasting, Water the garden
- X - Attend the X-cellent JAM Kick-off on Jan. 13
- Y - Yard sales, Yard displays
- Z - Don't ZZZZZ on fundraising. Start today!

2010 JAM Honoree

Alexandria Anderson - 11

When you look at Alexandria (Alex) Anderson you see an 11-year-old who loves playing basketball and piano. What you don't see is that Alex lives with a painful, chronic, incurable disease; juvenile rheumatoid arthritis.

When Alex was 4 years old, her parents, Matt and Tobie, noticed she was unable to extend her left arm. Fearing the worst, they brought their daughter to a doctor where they performed numerous tests. One month later, Alex was finally diagnosed with polyarticular juvenile rheumatoid arthritis, meaning multiple joints are affected by arthritis. "I remember first feeling relief...finally an answer to what was happening to our little girl. That quickly turned to fear," said Tobie. They feared this diagnosis because they knew there was no cure.

Alex takes numerous shots and pills to help manage her disease. Even Alex's younger brother, Trevor, takes an active role in her treatment. He is an expert band-aid boy on shot night. "Raising a child with arthritis is challenging to say the least. We have doctor appointments, therapy and frequent eye exams. For our young family this means lots of missed work and high co-pays," explains Tobie.

Over time, Alex has learned how to best live with her disease. She fights through the pain and continues to do the activities she loves. She even continues to play piano when she has flare-ups in her hands. "I just deal with it. It's part of who I am," Alex said.

The Andersons have found much needed support in the North Central Chapter. After Alex's diagnosis, they immediately started attending the Juvenile Arthritis Family Network meetings facilitated by the Chapter. Alex and her family have also received scholarships to attend Juvenile Arthritis Conferences and Camp M.A.S.H. (Make Arthritis Stop Hurting). "I love Camp M.A.S.H.!", said Alex. "Where else could she go to camp and receive all of her medications from registered nurses and have a rheumatologist on staff? Alex had the best time ever," said Tobie.

Alex and her family hope that some day a cure for arthritis will be found, which is why they formed their JAM team, "Al's Pals." Each year the Andersons gather their family and friends to raise money for JAM by holding bake sales and soup dinners. Through their efforts, last year Al's Pals raised nearly \$5,000 for JAM.



Things to remember

Raise money and earn prizes! Choose the prize of your choice in the prize level you qualify for with donations turned in by March 31.

2010 Individual Incentives

Raise	Earn
\$100	Official JAM T-shirt
\$250	Official JAM stocking cap
\$500	Official JAM cooler
\$1,000	Official JAM beach towel

JAM schedule:

Jan. 13

JAM Kick-Off 7 - 8 p.m. Chapter office, 1876 Minnehaha Ave. W. St. Paul, MN

March 3

Pre-check in 11 a.m. - 6 p.m. Chapter office, St. Paul, Minn.

March 6 - JAM DAY *please note new location third floor, north food court*

7 a.m. Registration, breakfast, health fair and kid's zone opens

7:45 a.m. JAM opening ceremonies

8 a.m. Warm-up exercises

8:15 a.m. Walk begins in food court, third floor

8:45 a.m. Walk concludes with celebration ceremony

9 a.m. Koo Koo Kanga Roo concert

Koo Koo Kanga Roo is a MN Dance/Party Duo that has super sing-a-long and dancey kids hip-hop songs that they teach to the crowd while they get the dance party started

Arthritis facts

Show potential team members and donors that you really know about the Arthritis Foundation and they will be more willing to support your cause.

- More than 46 million Americans, or one in five adults plus nearly 300,000 children, have some form of doctor-diagnosed arthritis.
- Arthritis is one of the most prevalent chronic health problems and the most common cause of disability.
- Arthritis limits everyday activities such as walking, dressing and bathing for millions of Americans.
- Arthritis costs the U.S. economy nearly \$128 billion annually.
- Arthritis affects people in all age groups including nearly 300,000 children.
- Baby boomers are now at prime risk. More than half of those affected by arthritis are under age 65.
- Arthritis refers to more than 100 different diseases that affect areas in or around joints.

Join us for other great events!

Arthritis Walk - Mankato, Minn. - May 1

Arthritis Walk - Fargo, N.D./Moorhead, Minn. - May 1

Arthritis Walk - Bismarck, N.D. - May 8

Arthritis Walk - St. Cloud, Minn. - May 1

Arthritis Walk - Northern Lakes (Brainerd/Baxter, Minn.) - May 15

Arthritis Walk - Rapid City, S.D. - May 2010

Justin Morneau Casino Night - Minneapolis - Summer 2010

Arthritis Walk - Twin Cities (Edina, Minn.) - Sept. 25

Jingle Bell Run/Walk - Southwest Minnesota (Marshall, Minn.) - Nov. 13

Jingle Bell Run/Walk - Sioux Falls, S.D. - Nov. 26

Jingle Bell Run/Walk - Fargo, N.D./Moorhead, Minn. - Dec. 4

Jingle Bell Run/Walk - Duluth, Minn. - Dec. 4

Northeast Wine Tasting - Superior, Wisc. - February 2011

*check <http://northcentral.arthritis.org> for updates

www.JAM2010.kintera.org