

2013 Arthritis Walk





Dear Team Captain,

The Arthritis Walk is the Arthritis Foundation's nationwide team walk event that raises funds to fight arthritis, the nation's number one cause of disability. This fun and festive event will include health information booths, entertainment, refreshments, and fun for the whole family. People with arthritis will be identified at the event with a blue heroes cap, and will be asked to lead off the Walk.

Team members raise funds by encouraging friends, family, and associates to contribute. All funds raised will support the Arthritis Foundation's mission to improve lives through leadership in prevention, control, and cure of arthritis and related diseases. I hope you'll join us in this worthwhile and uplifting experience.

When: May 11, 2013 – 9:00 am Step Off

Where: University Mall, Carbondale

Who: Anyone can participate in this fun and educational Walk event.

How: Team members can register online at www.arthritiswalkcarbondale.kintera.org and start their fund raising efforts right away by setting up their own personal web page under your team page. Each Walker has a goal of raising at least \$125. If you are not able to attend the Walk you can still be a member of the team by raising funds to help make the team goal.

Why: Arthritis is the nation's number one cause of disability currently affecting 1 in 5 Americans.

Fundraising Rewards: All participants raising \$100 or more will earn an official Arthritis Walk t-shirt.

Please join us for a very special event. You will not only enjoy yourself but you'll also experience the fulfillment that comes from joining forces for a very worthwhile cause.

In Good Health,

Paula Reeves

Paula Reeves
Arthritis Foundation
preeves@arthritis.org
618-993-1777

Table of Contents

1. Local Fact Sheet
2. Captain Checklist
3. Why Walk?
4. Register Online
5. Fundraising Tips
6. Sample Solicitation Letter
7. Commitment and Supply Forms

Dates To Remember

Southern Illinois Arthritis Walk

May 11, 2013 – 9:00 am

University Mall, Carbondale

Bank Day

May 9, 2013 – 10:00 am – 4:00 pm

Arthritis Foundation Office



2013 Arthritis WalkSM Local Facts

When

Saturday, May 11, 2013, University Mall, Carbondale

Join us in the Food Court area of the University Mall, Parking Lot K

Registration and check-in starts at 8:00 am; the Walk will begin at 9:00 am.

The Walkers

Walkers are encouraged to either join individually or as an Arthritis Walk team by recruiting five or more friends, family members, neighbors and/or co-workers. Walkers who raise more than \$100 will earn a T-shirt; and be eligible for fun door prizes. Walkers will consist of people of all ages and physical abilities.

Why Form a Team?

It's fun! It's easy! It also makes you eligible for great team prizes.

Walking in the Arthritis WalkSM as a team is a great way for your group to support the Arthritis Foundation. Be a leader in the fight against arthritis.

Why a Walking Event?

The Arthritis Foundation knows that regular, moderate exercise offers a whole host of benefits to people with arthritis. Walking can reduce joint pain and stiffness; build strong muscles around the joints and increase flexibility and endurance. Walking can also promote overall health and fitness. Sign up today and become a part of over 200 Arthritis Walks held across the country in May.

The Course

All courses are 3 miles, with a 1 mile option.

Entertainment

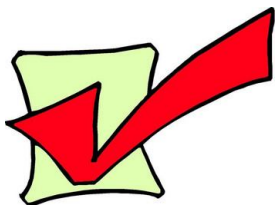
The walk will offer entertainment, food, raffles, sponsor booths and family fun for all registered participants.

To Register

To participate in the Arthritis Walk or to form a team, contact the Arthritis Foundation at 618-993-1777 or visit us on the web at www.arthritiswalkcarbondale.kintera.org.

Benefits of Participation

Teams promote teamwork! Regardless of the size of your team, participating in the Arthritis WalkSM builds team spirit and a sense of camaraderie. Team participation increases your visibility in the community and demonstrates that your group or company cares about people! Team participation is great for building morale! Feel good knowing that you joined a group of people that care enough to directly affect the lives of people with arthritis. Win great prizes while helping others! Your team could win the award for highest fund-raising team.



Team Captain Checklist

- Step 1: Come up with a Team Name and register yourself. Tell your team name to others and invite them to join. Probably already done, but worth repeating.
- Step 2: Attend the Kick Off meeting; could not make it and/or would like a copy of this Captain Guide sent to you? Call the Arthritis Foundation at 618-993-1777.
- Step 3: Recruit more people for your team from co-workers, vendors, family and friends. A team is a minimum of five walkers but try to recruit at least 10 per team. Set a fundraising goal of \$125 per walker but encourage your team to raise more.
- Step 4: Brainstorm on recruitment ideas
- _ Place an article in your company/community newsletter or intranet
 - _ Distribute Arthritis Walk brochures
 - _ Invitation/memo to all employees, family and friends
 - _ Hang posters in high traffic areas with your information
 - _ See if your company will match all donations
 - _ Issue departmental challenges or a challenge from your CEO
 - _ Challenge your vendors/suppliers and customers to sponsor a team
- Step 5: Educate your walkers about the Arthritis Foundation's mission via email, bulletin boards, or flyers. Schedule an Arthritis Foundation representative to speak and motivate your team!
- Step 6: Check out the great fundraising ideas in this handbook or call the Arthritis Foundation office for some fun and effective fundraising tips!
- Step 7: Have FUN! Brainstorm on costume ideas or wear a company T-shirt for FREE publicity and increase your team spirit.
- Step 8: Have team members turn in registration forms as soon as possible. Make sure each form is completely filled out. Or better yet, have them register themselves online and join your team.
- Step 9: Personalize your team and personal pages with a photo and a story about why you are participating. The stories are important, as they serve as an inspiration for potential donors and set a good example for others to follow. Information on how to do this is on the "How to Register Online" page. If you get stuck just call us.
- Step 10: Have your team members forward any monies collected that were not made online via their websites to YOU about two weeks ** before the event! Don't forget about matching gifts!! **Convert all cash to a money order** and call the Arthritis Foundation at 618-993-1777 for information on Bank Day or early deposit of your team money!

*** Please allow the Arthritis Foundation about 5-7 business days once they receive them to post to your team totals.*

- Step 11: **Have fun at the walk.**

Contact: Paula Reeves
Phone: 618-993-1777 Fax: 618-993-1779
Email: preeves@arthritis.org

Why Walk for Arthritis?

27% of Illinoisans are affected by arthritis ... for many, it is a serious, life-threatening, life-changing disease. While research has resulted in better treatments, a cure for serious forms of arthritis such as rheumatoid, juvenile rheumatoid, lupus and osteoarthritis remains elusive. Your support of the Arthritis Walk will provide much-needed funds to support prevention, disease management efforts and research to find better treatments and cures.

Here are the facts:

- Nearly 50 million Americans (one in five adults) live with arthritis and/or chronic joint symptoms
- Arthritis is the leading cause of disability in Americans over age 15. The cost to the US economy is \$128 billion annually
- 7 million people's everyday activities are limited because of arthritis
- The effects of arthritis cost the US economy 128 billion dollars
- 80% of Americans know someone with Arthritis
- 300,000 children have arthritis, twice the number of children affected by juvenile diabetes and cerebral palsy, combined.
- 2.5 million people with arthritis live in Illinois.

Research advances, many of which are funded and/or advocated for by the Arthritis Foundation, are changing the nature of arthritis. A continuing investment in groundbreaking research is necessary to ensure that the 50 million Americans affected by arthritis are able to lead healthy, active lives. With people living longer than ever before, preventing and managing chronic and disabling conditions like arthritis has never been more important.

Here are some of the exciting advances that recently took place:

- Discovery of a genetic marker for rheumatoid arthritis and a distinctive gene pattern found in adults and children with lupus.
- Development of the first synthetic hormone drugs for osteoporosis
- Prevention of heart disease complications in rheumatoid arthritis
- Earlier detection by MRI of osteoarthritis before symptoms are present
- First FDA approved oral drug for scleroderma reverses life-threatening complications

The Arthritis Foundation's toll free number (1-800-735-0096) and web site (arthritis.org) offer a place to turn, 24 hours a day, 7 days a week, for comprehensive information about arthritis and arthritis resources in your community.

***So much has been done, and so much more is possible!
Thank you for walking and helping!***

How To Register On-Line



SIGN UP

Go to <http://www.arthritiswalkcarbondale.kintera.org> and click on Register Today under the event you want to walk.

Once you're to the Kintera site:

1. Select "Sign Up".
2. Agree to the standard participant waiver.
3. "Start a Team", "Join a Team" or "Join as an Individual".
4. If you selected "Start a Team", then you will need to choose from starting an "Independent team" or starting a "New team under group" meaning that you will start a team under an existing group already registered.
5. Enter your team goal and recruiting goal. (you can change these later)
6. Enter your personal information including Username and Password.
7. Select T-shirt size.
8. You will see a confirmation page, and will automatically be sent to My HQ to set up your personal online donation page.

SET UP

Once you have registered, you will automatically be sent into your Personal Headquarters (My HQ) to build your web page.

1. Start by selecting a picture for your Personal Donation page-you can either select one from the Image Library, or load one of your own pictures from your computer hard drive.*
(* If you import one of your own pictures, it must have dimension size of 300pixels X 234pixels. If you need help working with your photos, contact preeves@arthritis.org).
2. You also have the option to add a background theme to your page.
3. Customize your web page text. Tell everyone why you are choosing to participate in the Arthritis Walk, and ask them to join you. If they can't join, ask them to "Make A Donation."

Remember, you can always go back to add/change your photo and text at any time. Change your page often to keep it fresh! Once you are satisfied with the look and feel of your page, you can get started on your campaign to bring visitors to the site and raise funds online!

SEND

Send out e-mails to your friends and family welcoming them to your web page and inviting them to get involved in the Arthritis Walk. Ask them to join your team, or start one of their own. If they can't join, ask them to click on the "Make A Donation" link to make an online donation.

1. From your Personal HQ, click on the E-Mail link. Here, you will be able to list as many as 50 e-mail addresses at a time, personalize a greeting to each person, customize your message, and send all of the emails at once with the touch of a button!
2. Recipients will receive an e-mail with your name on it, a personalized greeting (Hi John), your customized message, and a direct hyperlink back to your personal donation page. It's that easy to begin raising money online!

Remember, the more e-mails you send, the more chances you have to bring visitors and potential contributors to your donation page!



Fund Raising Tips

While the Arthritis Walk accomplishes several tasks in the fight against arthritis, one of its primary goals is to raise funds. **With every \$1.00 donated, \$0.80 goes directly to fight arthritis!** Team captains should make sure that team members understand this as they are being recruited to join the team, and they should be encouraged to be raising funds right up to the day of the event.

Each participant is asked to raise \$100. While this may sound difficult to first-timers, raising \$100 to fight arthritis is much easier than it sounds. Incentive prizes are offered for participants who raise money over a specified level. Participants can raise money individually, or can fund raise together as a team.

How to Raise \$150 in 2 Weeks or 14 Days.

Week 1	Put in your own \$10 contribution	\$10
	Ask your spouse for \$10	\$20
	Ask your supervisor for \$10	\$30
	Ask three co-workers for \$10	\$60
Week 2	Ask three neighbors for \$10	\$120
	Ask three relatives for \$10	\$150

Ways to Fundraise Successfully! 10 WAYS TO BOOST YOUR BUCKS!

1. Collect donations at the time you ask for them! Start now and Early!
2. Hold a fund-raiser at work or school (bake sale, dress down days, auction, etc.)
3. Sell raffle tickets for a company parking space or day off!
4. Place a donation jar on your desk at work.
5. Challenge another department at work – see who can raise the most money!
6. Ask your employer to match any money you raise and/or contact your company's suppliers/vendors.
7. Send letters to family, friends, employees, clients, etc. asking for donations. Ask for donations in your holiday cards!
8. Carry your donation envelope with you all the time and solicit everywhere you go: work, school, church, shopping, etc.
9. Ask for donations from people to whom you regularly give your business, such as your barber/ beautician, dry cleaner, auto repair person, florist, the owner our favorite restaurant, etc.
10. Be enthusiastic when asking for money. Let them know where the money goes. (Use information included in this packet.)



**Be creative! Think positively!
You CAN hit your goal!**



SAMPLE SOLICITATION LETTER



(date)

(potential donor's name)

(address)

(city, state zip)

Dear (potential donor),

The battle against arthritis goes on. There is no one I know who can say he or she does not have a relative or friend who has battled this vicious disease. Arthritis is the number one cause of disability and affects 50 million Americans (one in five adults) and 300,000 children.

Despite its penetration in our lives, I have found a way I can fight arthritis -- through the Arthritis Foundation's Arthritis Walk. I am dedicating my walk this year to three people very special to me who are battling arthritis right now:

(name of person with arthritis)

(name of person with arthritis)

(name of person with arthritis)

In 2012, the southern Illinois Arthritis Walk raised more than \$39,000 for the Arthritis Foundation. These funds were used to help fund the mission of the Arthritis Foundation which is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases.

I will be walking to fight arthritis on May 11, 2013. Our goal this year is to raise \$40,000 to help fight arthritis.

I am asking for your support in our efforts. Your tax-deductible donation will help us help those in our community fight their battles against arthritis. Please send a check, payable to the Arthritis Foundation, to my address today: (your address, city, state, zip).

Thank you for your thoughtfulness and generosity!

Sincerely,

(name)

(team name)



JOIN THE TEAM FOR A CURE!
2013 ARTHRITIS WALK COMMITMENT FORM

Name: _____

Company or Organization Name: _____

Phone Number: _____ Email Address: _____

Address: _____

I am committed to helping make the Arthritis Walk a success.
Here is how I'd like to help!

I'll appoint a leader in my organization to organize a walk team.

Please contact _____ at (phone) _____

My company will be a sponsor of the 2013 Arthritis Walk.

Please contact _____ at (phone) _____

I would like someone from the Arthritis Foundation to speak to my organization.

Please contact _____ at (phone) _____

I would like to make a donation in the amount of \$_____.

Because of your commitment the Arthritis Foundation will be able to provide education, literature, and programs & services AND research dollars to help find the cure. Your support does help improve the quality of life for those affected with arthritis and their families.

Please complete and return to:
Paula Reeves
Arthritis Foundation
4501 W DeYoung - Suite B 104
Marion, Illinois 62959
Phone: 618-993-1777 Fax: 618-993-1779
preeves@arthritis.org



Team Captain Supply Order Form

Name: _____ Team Name: _____

Address: _____

Day Time Phone : _____ Email Address: _____

Items available free of charge!

Arthritis Walk Event Information Posters _____ QUANTITY

Arthritis Walk Brochures _____ QUANTITY

Arthritis Walk Collection Envelopes _____ QUANTITY

Arthritis Walk Mobile _____ QUANTITY

Are you interested in having an Arthritis Foundation speaker come to your business or group? ___ Yes ___ No

Would you be interested in checking out an Arthritis Foundation DVD? ___ Yes ___ No

Are you interested in an Arthritis Foundation educational Power Point Presentation? ___ Yes ___ No

Anything else you need or suggestions for things you would find helpful?

Please Fax to 618-993-1779

The Arthritis Foundation is here to help you with your teams. If you have any questions, please contact us immediately at 618-993-1777.