

2019 Team Captain Toolkit



Sickle Cell Disease Association of America, Inc.

6th Annual Walk With the Stars

#MoveForACure



SATURDAY
June 22, 2019

Canton Waterfront Park
3001 Boston Street
Baltimore, MD 21224



WALK WITH THE STARS & MOVE-A-THON

WHAT

Walk With The Stars is Sickle Cell Disease Association of America, Inc.'s (SCDAA) largest event dedicated to finding better treatments and a cure for sickle cell disease, and to preventing the complications of this disorder through awareness, education, advocacy and research.

WHY

Established in 1971, SCDAA is the only national organization advocating for individuals living with sickle cell disease in the United States. Now, in its 47th year, SCDAA continues to be a vital resource for SCD education and provides a network of support for Americans living with sickle cell disease and their families.

WHEN & WHERE

The 6th Annual Walk With The Stars & Move-a-thon will take place on Saturday, June 22, 2019. SCDAA continues to include different types of movement into the event, as “we’re on the move for sickle cell.” Individuals not only can walk and run to raise funds at the event, but they also can participate with jump roping, hula hooping, and Zumba, just to name a few! While the physical event will be held in Baltimore, MD, individuals and teams can participate in virtual walks, allowing you to walk, run, and move from your local community.

TEAMS

Visit www.SickleCellNationalWalk.org to create a team. Enlist a team captain and choose a team name. Each team member will be given their own customizable fundraising page and have the ability to set their own goal!

CONTACT

Natasha Thomas, Development and Special Events Coordinator at nthomas@sicklecelldisease.org.



WALK WITH THE STARS & MOVE-A-THON

FACT SHEET



MARK YOUR CALENDAR

SickleCellNationalWalk.org

Wednesday, April 17
TEAM CAPTAIN KICK-OFF
6:00pm – 8:00pm
Horseshoe Casino
Baltimore, MD



Friday, May 3
PACKETS MAILED
For Virtual Walkers



Monday, June 3 – June 7
PACKET PICK-UP
3700 Koppers St., Suite 570
Baltimore, MD 21227

Saturday, June 22
RACE DAY
Walk/Run Starts at 9:00 am



Friday, September 2
FUNDRAISING DEADLINE
SCDAA will accept donations
until this date through its
Walk site & any collected
donations not posted to your
fundraising webpage, should
be sent to:

SCDAA
3700 Koppers St., Suite 570
Baltimore, MD 21227

TEAM CAPTAIN CHECKLIST

Remove this checklist and post it somewhere you will be able to see it every day.
And be sure to check off your accomplishments!

_____ **Set a Goal** for the number of walkers you plan to recruit. We recommend having at least 10 members to a team, or if you are a corporate team, 20% of your workforce.

_____ **Host a Team Kick-off Meeting** by asking your family, friends, and co-workers to join you as team members. Stay connected by hosting a kick-off meeting to share fundraising ideas and energize your teams fundraising efforts!

_____ **Personalize Your Fundraising Page** online! Tell everyone why you're participating in the National Sickle Cell Walk With The Starts & Move-a-thon. It really makes a difference! Last year, the majority of funds were raised by people who updated their pages!

_____ **Stay Connected** with your team! Some communications ideas include telephone updates, weekly emails, and team meetings.

_____ **Set a Team Fundraising Goal.** Aim high and have each team member commit to fundraising! Last year, the average team raised around \$500. Are you up for that challenge? We know you can do it!

_____ **Raise Funds Through Facebook** by linking with your personalized page to your Facebook page. Get your friends and fans in on the action! Social media is a great tool for recruit team members, donors, and for sharing your success for the event.

_____ **Choose a Name** for your team! Create t-shirts, buttons and event hats for your team to wear on event day.

_____ **Display Event Materials** and raise awareness! You can display materials in your office, neighborhood, campuses and other high traffic areas to generate donations. We will be sure to get you posters, yard signs and even social media pieces.

_____ **Attend the Walk/Run!** Make sure your team makes a BIG impact with colorful shirts and accessories. All your hard work has paid off and now it's time to celebrate with your team and have fun!

REGISTER YOUR TEAM – In 4 Easy Steps!

1. Go to www.SickleCellNationalWalk.org

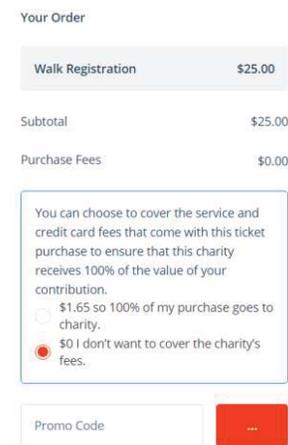
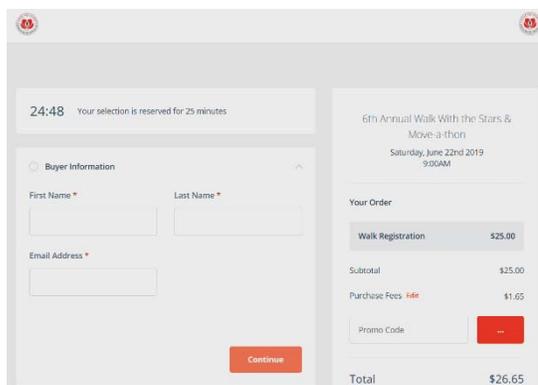


2. Click the orange “REGISTER” tab on the home page.



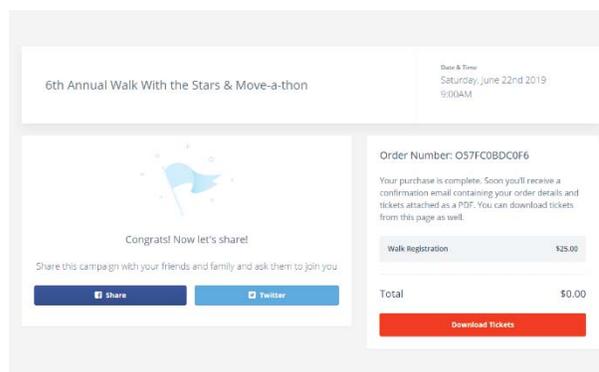
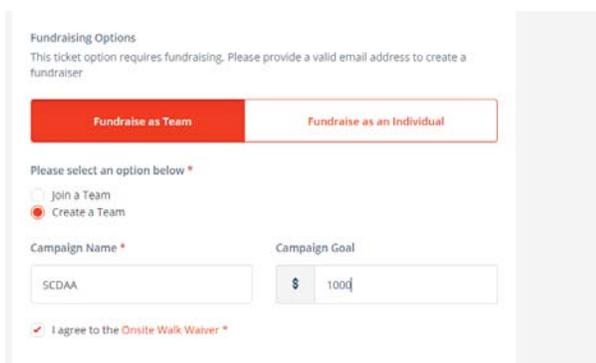
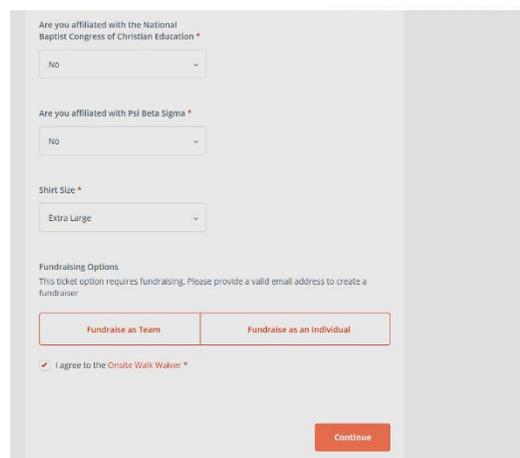
3. Pay your \$25.00 registration fee (thank you!). Fill in your first and last name and email address.

You will then see the page that will allow you to absorb the payment transaction fees, if you would like to do so.



4. Select whether you are fundraising as a team or as an individual. Select “Fundraise as Team” & select your t-shirt size and let us know if you are affiliated with any of our Walk partner organizations. Check the “Onsite Waiver Agreement.”

5. Select if you are joining or creating a team. Select “Create a Team,” and indicate your fundraising goal. Then complete your order and pay. Your team is now registered for the 6th Annual National Sick Cell Walk With The Stars & Move-a-thon!
YOU DID IT!



TEAM CAPTAIN TIMELINE

3 MONTHS

- 
- Contact your local staff person. Feel free to call or email with questions about the Walk, team building, participant recruitment, or the registrations process.
 - Register as a Team Captain at www.SickleCellNationalWalk.org.
 - Set fundraising and team member goals for your team.
 - Personalize your fundraising page.
 - Build your team. Invite friends, family, neighbors and co-workers.
 - Ask each team member to set a fundraising goal. A team of 10 can easily raise \$1,000, if each participant raises \$100.
 - Add your fundraising page link to your email and post on social media sites.

2 MONTHS

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- Continue to ask people to join your team. Use email, social networks, voicemail, and word of mouth to reach as many people as possible.
 - Enlist the help of the community and faith-based organizations. Let them know you've started a team and are looking for members. See if they will add an announcement to a weekly bulletin.
 - Email or call team members regularly to answer questions and check on their progress.
 - Encourage all team members to be active fundraisers. Remind them that the purpose of this walk is to raise money for sickle cell disease research, awareness, support services and programs.

1 MONTH

- 
- Make it a point to involve your company/employer and those you know who are affected by sickle cell disease. Did you email your co-workers to join the team? Did you involve your boss to rally your company? Does your company have a matching gift program?
 - Enlist the help of the community and faith-based organizations. Let them know you've started a team and are looking for members. See if they will add an announcement to a weekly bulletin.

TEAM CAPTAIN TIMELINE - *Continued*

3 WEEKS



- Send out team updates and acknowledge the great fundraisers on your team!
- Did someone commit to a donation but you have yet to receive it? Follow up. Life gets busy, so a friendly reminder may be appreciated.
- Create your own team t-shirt, button, banner, or team sign for event day.
- Check your fundraising progress. Have you reached your goal? If so, consider increasing it to motivate your team members to keep striving for more.

1 WEEK



- Encourage team members to send out “remember to donate” emails using the online fundraising tools.
- Send an email reminder to your team members asking them to bring you their cash/check donations so you can deliver to the Sickle Cell Disease Association of America, Inc. office.
- Set the time and location where your team will meet on the event day.
- Enjoy the event!

AFTER

- Send thank you notes to your donors and encourage your team to do the same.
- Congratulate your team members with a “thank you” get-together.
- Encourage them to bring any donations raised or collected after the event. Remember, fundraising doesn’t stop on the event day!
- Post any event day pictures on Facebook and tag the Sickle Cell Disease Association of America, Inc. Share your team spirit!

