

TEAM CAPTAIN GUIDE FOR TEAM FUNDRAISING

We are so glad you decided to join us as a Team Captain for *Walk to End Lupus Now*[™]. Forming a team is a great way to support the Lupus Foundation of America's mission. You'll build comradery, develop leadership skills, promote health and wellness and offer your friends and family a fun way to support a good cause.

We encourage you to invite as many people as possible to join in the fun. Friends, family and co-workers are encouraged to join the team. Bigger teams are not just more fun, but they also fundraise more effectively. When you have more team members, your fundraising potential is even higher because more people are fundraising toward a common goal. You're all in it together. Set a goal of recruiting at least 10 walkers to your team.

As a Team Captain, you play a large role in your team's success. It is an important job, and we are here to help you make sure your team is successful and has a rewarding experience!

Walk to End Lupus Now

Our *Walk to End Lupus Now* events are conducted nationwide by the Lupus Foundation of America and its national network to raise money for lupus research, increase awareness of lupus, and rally public support for those who suffer from its brutal impact. Each year, thousands of people across the country join forces with the Lupus Foundation of America and walk with one unified purpose – to end lupus.

Walk to End Lupus Now events are noncompetitive and anyone can participate. Corporations, families, organizations and school groups build teams of fundraising participants. Participants raise funds by asking friends, relatives and co-workers to donate to their fundraising efforts.

Your Role as Team Captain

A successful team needs a strong captain. Serving as a Team Captain and rallying your friends and family around solving the cruel mystery of lupus is an important job and a valuable leadership experience. As a Team Captain, your job is to inspire your teammates to maximize their fundraising during the campaign.

You are responsible for recruiting and motivating your team. Communicate clearly with your Team Members and let them know exactly what you need them to do to reach your team's fundraising goal.

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Step-by-Step to a Great Campaign

The step-by-step information in this guide will help you execute a great *Walk to End Lupus Now* campaign. Make your job easier by managing your team online at www.walktoendlupusnow.org. Contact your local Walk Manager for ideas, direction or support.

Let's Get Organized

Work with your *Walk to End Lupus Now* Walk Manager to help you plan your fundraising campaign. The first step is to get your core team together.

- Meet with your *Walk to End Lupus Now* Walk Manager and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources and next steps
- Set up your team fundraising page on www.walktoendlupusnow.org
- Send an email to your friends and family announcing that you're fundraising for the Walk and encourage them to join your team. You can also recruit Team Members via social media by posting your message on Facebook or Twitter
- Start with a goal of recruiting at least 10 people to your team.
- Work with your *Walk to End Lupus Now* Walk Manager to schedule a Team Captain training with you. Encourage each of your Team Members to recruit 10 of their contacts
- Ask your place of worship and local businesses to support the team or walk with you
- Check with your Human Resource department and your teammates' for more information about a company matching gift program

Plan 3 Months Before Walk Day

- Promote *Walk to End Lupus Now* and your team's fundraising efforts on your Facebook page. Share a team photo, your goal and instructions for people to register or support the team
- Post information about your team in the community with your contact info. Post at your church, local coffee shop or the break at your office
- Send updates every few weeks to celebrate the team's progress and online registrations
- Arrange for fun incentives to motivate the team, like a gift card, raffle item or wacky incentive that you'll do yourself

Engage Your Community

- Place an advertisement in your Church bulletin sharing your participation with the congregation

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- Ask a local store manager what the “hot item” is these days and then ask them if they would be willing to donate a percentage of the sales from that particular item to the Lupus Foundation of America.
- Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges.
- Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the patrons. All proceeds benefit the Lupus Foundation of America and your fundraising efforts toward the walk.
- See other ways to fundraising ideas in the A-Z Fundraising Ideas Guide.

Fundraise 2 months before Walk Day

Encourage fundraising – meet with your Team Members to gauge progress and share successful tactics. Make it fun by organizing fundraising events and encouraging teammates to challenge each other.

- Coach your Team Members on how to raise \$250. Encourage them to raise \$250 in 10 days by asking 10 people for \$25. Remind them to utilize their social media to fundraise and the great incentives they will earn.
- Utilize your Fundraising Center to send motivating emails encouraging your team to fundraise
- Check in with your Team Members at least twice a month. Encourage fundraising and celebrate mini-milestones with team-wide emails. Update the progress of the team and make it a daily or weekly competition. Give a prize to the most successful fundraiser each day or week
- Update your team webpage with success stories and progress.

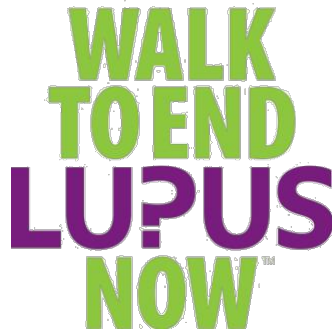
Internal Incentives

Develop creative internal incentives to reward Team Members who reach certain fundraising levels. Examples include a team t-shirt, gift cards, or recognition on the team page. Communicate these incentives often.

Matching Gifts

Remind your Team Members and donors to submit matching gift forms (if applicable) or volunteer hour forms to their respective companies. It can be an easy way to double your fundraising dollars.

Leading Up to Walk Day



- Assess fundraising efforts and strategize on last minutes fundraising opportunities
- Confirm with your Team Members when they will arrive and what they will bring (signs, shirts etc.)
- Check the weather and let Team Members know if they should prepare for sun or rain
- Email and post when and where Team Members will meet and how to turn in any cash or check donations.
- Talk to your Walk Manager about capturing photos of your team for post-walk promotion

Social Media Outreach

Share your story and participation through Facebook, increase awareness with Twitter. Highlight your involvement on your LinkedIn profile.

After Walk Day

- Send thank you notes to all your Team Members, donors and supporters with the results and thank them for their personal fundraising efforts
- Encourage Team Members to send a follow-up email to those who didn't donate, share the walk experience and provide them one more chance to donate
- Collect and turn in all outstanding pledges and matching gift forms
- Encourage Team Members to complete the post-walk survey sent by the LFA
- Host a post walk meeting with Team Members to secure their support for next year

Recognition

The Lupus Foundation of America appreciates the efforts and accomplishments of each individual who participates. We acknowledge and recognize our teams and walkers.

When your team achieves fundraising benchmarks, you are presented with a team sign that you can display at the walk and a team tent to gather your Team Members. Check with your Walk Manager on these financial benchmarks and benefits.

Team Members who raise \$100 become members of Club 100 and receive the commemorative *Walk to End Lupus Now* t-shirt. Raise \$1,000, and you'll receive the *Walk to End Lupus Now* medal. Check out our website at www.walktoendlupusnow.org for details on more great incentives.

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Partnership Opportunities

Corporate sponsors are key to the success of *Walk to End Lupus Now*. Each year, major corporations, local companies and small businesses across the country sign on as sponsors of *Walk to End Lupus Now*. By doing so, they provide support and help engage their employees to raise awareness and funds for the Lupus Foundation of America.

The relationship between the Lupus Foundation of America and the businesses that choose to support us is mutually beneficial. We provide marketing benefits, recognition opportunities and help spotlight the good work our corporate sponsors are doing for the community. To learn more about our sponsorship opportunities, please contact your local Walk Manager.

About the Lupus Foundation of America

The Lupus Foundation of America is the only national force devoted to solving the mystery of lupus, one of the world's cruelest, most unpredictable and devastating diseases, while giving caring support to those who suffer from its brutal impact. Through a comprehensive program of research, education, and advocacy, we lead the fight to improve the quality of life for all people affected by lupus. You can learn more about the Lupus Foundation of America's programs and services by visiting lupus.org.

About Lupus

Lupus is one of the cruelest, most mysterious diseases on earth—an unpredictable and misunderstood autoimmune disease that ravages different parts of the body. It is difficult to diagnose, hard to live with and a challenge to treat.

Did You Know?

- An estimated 1.5 million Americans have lupus and ninety percent of the people with lupus are women; however, men and children also develop the disease.
- Research shows that nearly two-thirds of all Americans know little or nothing about lupus beyond the name.
- Despite the widespread prevalence of lupus, research has remained underfunded relative to its scope and devastation.
- Lupus is two to three times more common among African Americans, Hispanics/Latinos, Native American, and Asians – a disparity that remains unexplained.
- More than half of the people with lupus suffer four or more years and visit three or more doctors before receiving a correct diagnosis.

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