



Team Captain Handbook

Saturday, November 7, 2020 | 8:00am to 1:30pm

Stroll & Roll goes Virtual!

Your Role as Team Captain

Job Description

A great team needs a great captain. Serving as a team captain and rallying your company around the AbilityFirst Stroll & Roll is an important job and a great leadership experience. Your role as team captain is to recruit co-workers, friends, and family members who will raise money for AbilityFirst and rally together, virtually, at Stroll & Roll.

Your Team

- **Corporate Leader:** An executive in the company can assist in rallying and motivating employees to participate, they can provide incentives to join, and can help spread the word throughout the company.
- **Co-captains:** Depending on the size of your team, it may be a good idea to recruit co-captains who can assist you in recruiting and managing your team.
- **Team members:** The individuals that make up your team are the most integral part as they are the members raising money and awareness for the cause. They are the voice and backbone of your company's team.

How to get buy in from your corporate leader and coworkers:

- Meet with your corporate leader and your AbilityFirst representative to discuss the company's involvement in the AbilityFirst Stroll & Roll.
 - Discuss the benefits of your company's involvement, such as increased employee camaraderie and a feeling of pride for the company in helping fundraise to help children and adults with disabilities.
 - Setup an overall company fundraising goal and a goal for each of the walkers from within the company, as well as from outside the company such as family and friends.
- Develop ways to get employees engaged and excited to participate.
- Conduct a brief team kick-off virtual meeting to get employees excited!
- Work with your corporate leader and other employees to develop incentives and fundraising ideas to engage employees.

Steps for a Great Campaign!

Step 1: Get Organized

- Meet with your AbilityFirst representative and Corporate Leader to develop your plan
- Set a total fundraising goal for your team – \$200 or more for each walker
- Set a goal for the number of walkers/participants
- Create a team page at www.strollandroll.org
- Determine which incentive items, fundraising activities, and/or internal competition ideas would help promote the Stroll & Roll to employees.

Step 2: Kick Off Your Campaign

- Organize a company kickoff virtual meeting and ask your corporate leader to speak
- Offer employees the opportunity to join an AbilityFirst Zoom class with one of our centers so they can see programs in action!
- Put up posters in high-traffic areas like elevators, the kitchen and/or conference areas
- Use voicemail, e-mail, social media, memos and bulletin boards to encourage sign-ups

Step 3: Fundraising

- Ask your corporate leader to send a company-wide e-mail to encourage participation and fundraising
- Ask your vendors and business contacts for donations to support your team
- Assist walkers in creating fundraising pages and soliciting funds on the website
- Promote friendly competition between departments (or other corporate teams!)
- Create company-wide fundraising activities such as homemade pizza kits, virtual happy hours, and online trivia night
- Send reminders by e-mail, social media, voicemail, memos or flyers

Step 4: After the Event

- Share photos from AbilityFirst Stroll & Roll, always use our [#StrollandRollVirtual](https://www.instagram.com/AbilityFirstLA) and tag us [@AbilityFirstLA](https://www.instagram.com/AbilityFirstLA)
- Send thank-you e-mails or notes to your team members
- Praise the team in your newsletter or send a press release to your local paper
- Host a victory party or team up with an AbilityFirst Center of a co-hosted victory party

Tips:

- Try and recruit 15 walkers who are each committed to raising \$200 each for AbilityFirst. You can do this by taking a few minutes to develop a list of 30 potential walkers.
- Set a goal for yourself to recruit at least 5 walkers at your kickoff.
- Visit each person you think might be a potential walker and ask them in person. Most people will respond when asked personally.
- When you recruit a new walker, help them register and setup their fundraising page. This will make it much easier for them to get started.
- Help each walker reach their personal fundraising goal by giving them tips and tricks on how to raise funds (See the Walker Fundraising Tips section).

Online Fundraising

It's incredibly easy to setup your team's fundraising page. The fundraising page will allow all of your team members to create their own pages, raise funds online, solicit friends and family, and promote your company and AbilityFirst.

Sign up your Team

1. Go to <http://www.strollandroll.org>
2. Click on "Register"
3. Register yourself for the race, selecting t-shirt size, etc.
4. Next you will enter a discount code if you've received one*.
5. You will be asked to select your team. If your corporate team is listed, please associate yourself. If you're team is not listed, please select AbilityFirst General and continue. You will have the opportunity to enter your team or company name later.
6. After your registration is complete, follow the prompts to create a fundraising page including your goal, photos, and reasons for supporting AbilityFirst.

*Corporate teams receive 10 free registrations. Once you've agreed to join we will give you the discount code to use for those free registrations.

My Participant Center

Whenever you login to the website you will be taken directly to your participant center. As Team Captain, not only can you edit your personal fundraising page, but the Team's page as well.

There are several things that can be done through the fundraising dashboard:

- Edit your page's text, photos and videos
- Email friends, family, colleagues, etc.
- Update your Facebook or Twitter status to show progress or solicit gifts
- Run reports of all gifts made to your team and/or team members

For assistance in navigating your participant center or customizing your fundraising page, please contact Jessica Hughes at 661-264-8956 or jhughes@abilityfirst.org.

Fundraising Tips

Getting Started

- Develop a list of potential donors
TIP: Think outside the box. In addition to friends and family members think of people you see on a semi-regular basis. Would your hairstylist, mechanic or dentist donate? How about people from your church, book club, or networking group?
- Decide how you will ask each donor and how much you will ask them to donate. You can ask for donations face to face, by using the AbilityFirst Stroll & Roll website or with a personal letter.
- Share your passion! Many people have a connection to someone with a developmental disability, such as autism, cerebral palsy, and Down syndrome. When you are asking for donations, be sure to tell people why you are raising money for AbilityFirst.
- Share, share, share! We have created a social media toolkit here:
<https://www.abilityfirst.org/events/digital/>

Raise Money Online

- Register online and personalize your AbilityFirst Stroll & Roll web page with a personal photo and short story about why you are raising money for children and adults with developmental disabilities.
- Use your Stroll & Roll web page to email family and friends to ask for donations. Add your personal touches to the email templates provided before sending them. Most people are more likely to respond to a personal story.
- Download your address book into your Stroll & Roll web page. Through your webpage you can send and track emails and donations.

Share your Involvement through Social Media

You can connect to your favorite social media sites from your personal Stroll & Roll web page. Use these tools to ask your friends or family for a donation and/or encourage them to join you in registering to walk.

Conduct a Letter-Writing Campaign

- Create a personal letter to send to prospective donors. Be sure to add a personal story and your motivation for raising money for the AbilityFirst Stroll & Roll.
- Include a self-addressed, stamped envelope with your letter to make it easy for donors to contribute.
- Place a follow up call to all friends and family who have not responded.

Create Fun Ways to Raise Money that Get People Excited to Help

- Host a virtual party or activities where guests donate to get in
- Ask people to donate their change, it adds up fast!
- Check out the Fun Ways to Raise Money section for more ideas

Fun Ways to Raise Money

Below is a list of ways that you can raise money that are fun and engaging. We can help you execute any idea you may have, including creating flyers or giving you a tutorial on how to set up the event. If you come up with an idea that is not on the list and have success, please share it with us!

- Create an incentive with corporate leader such as a paid day off or reserved parking spot for a month
- If your corporation has a matching gift program, send us the information and we will help guide you!
- Post links created by AbilityFirst staff on your Instagram or Facebook
- Send out your customized Text-to-Give code to family, friends and peers
- Host a virtual paint night
- In your company's emails or newsletters, be sure to recognize AbilityFirst as your non-profit focus
- Host a company wellness day and include AbilityFirst participants
- Penny Wars
 - Set up various jars with the names of competing teams or groups on them. If a donor places pennies or other coins in a jar, that team gets the point for each cent collected. However, if someone puts a dollar in a jar, it counts against 100 cents. Encourage donors to put coins in their team's jars while placing dollars in their competitor's jars! Divide people into teams to compete against one another in this friendly contest. Provide a prize for the winning team. The jars will be overflowing by the end of the competition!
- Cookbooks
 - **Invite people to show off their favorite recipes in a unique community cookbook fundraiser.** Creating a cookbook is a unique fundraising idea that everyone can get behind. People love learning new recipes and especially the homestyle cooking of their neighbors. First, collect your favorite recipes and ask local individuals and businesses for donations of recipes. Then, sell the community cookbook back to the community. This is an easy way to raise money and to learn some unique recipes at the same time.
- Host a used book sale
- Hold a car wash
- Collect aluminum cans
- Put out a piggy bank and collect people's change – everyone's got change and it adds up fast!
 - One thing you can do it cut a slit in the top of a used water, ask people to fill it with change and return it to you
- Wear jean to work day (make a donation to participate)
- Host a virtual happy hour (donate to attend)
- Sell homemade items like banana bread!, quilts, jams, etc.
- Sell seeds or seedlings from your garden
- Have an online auction
- Have a raffle

- AbilityFirst has several raffle prizes that you can sell tickets for or you can raffle off an item you purchase or get donated. Remember though – a raffle ticket purchase is not tax deductible
- Do a wine tasting event
- Sell Krispy Kreme donuts – buy a few dozen and sell them at \$1 each
- Host a virtual poker night
- Instead of asking for birthday presents ask friends/family to donate to the AbilityFirst Stroll & Roll on your behalf. All donations made in your honor will show up on your fundraising page.
- Ask local restaurants to hold fundraisers
 - Many chain restaurants will give you 10-25% of the proceeds from your guests
- Do a bowl-a-thon
- Have incentives for friends that donate the most
- Have contests at work or school where people donate to enter.
 - Contests can be simple, like a bubble wrap popping contest, or who can toss an egg back and forth without dropping the longest.

If you need assistance, have a great idea of your own or need more ideas, please contact Jessica Hughes, Donor Relations, at 661-264-8956 or jhughes@abilityfirst.org .

Thank You!

Thank you for all your support of the AbilityFirst Stroll & Roll. The funds you raise directly support the programs and services we provide to children and adults with physical and developmental disabilities.

If you have any questions, concerns and/or fundraising ideas, please feel free to contact Jessica Hughes at:

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