

**WE WALK  
SO THEY  
CAN  
SOAR**



**Team Captain Guide  
HorizonWALKS 2020**

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## MEET OUR HORIZONWALKS TEAM

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# Welcome

Thank you for choosing to be a Team Captain! Your efforts over the next several weeks will make a difference in the lives of families affected by pediatric cancer. This guide will provide you with tips, tools, and ideas to lead a successful campaign! You have the support of the entire Walk staff behind you.

Thank you, good luck, and have fun!



**HorizonWALKS** is part of **SunriseWALKS**, a national walkathon campaign with events around the country working to raise money for **Horizon Day Camp**, **Sunrise Association**, & all its programs. More than just a walk, **HorizonWALKS** brings caring communities together to enjoy a family-friendly event filled with music, entertainment, and more!

The mission of the **Sunrise Association** is to bring back the joys of childhood to children with cancer and their siblings world-wide, through the creation of **Sunrise Association Day Camps**, **Year-Round Programs**, and **In-Hospital Recreational Activities**, all offered *free of charge*.

# Team Captain Tips

## **RECRUIT**

Invite your friends, family, social & professional networks to join your walk team. The larger your team, the more money and awareness you can raise for Horizon Day Camp, Sunrise Association, & its programs. Celebrate your hard work together on the day of the walk!

## **DELEGATE**

As the liason between your team members and the Walk staff, consider assigning a co-captain so you can double your efforts! Utilize the checklist for success on the next page, and assign team members tasks.

## **SPREAD THE WORD**

Posters, flyers & brochures are available to distribute around your community to raise awareness– contact Ciera at [ciera@horizondaycamp.org](mailto:ciera@horizondaycamp.org).

Utilize social media and share your personal story using these hashtags:

#WhyIWalk #WeWalkSoTheyCanSoar #ItsTheBestCamp

## **MOTIVATE**

You are the coach, cheerleader, general manager and captain of your team! Keep your team members motivated and on track. Check in with them using our brand new **WALK2SOAR** app, or by email. Remember, prizes and incentives can be a great way to keep your team members engaged.

## **BE PLEASANTLY PERSISTENT**

Don't be discouraged if someone doesn't engage the first time you ask. On average, people need to see something 7 times before they act on it. Use different mediums to capture everyone's attention without overwhelming them. Share a video from our YouTube page, send a text, post on social media, or have a conversation.

## **GET SUPPORT**

Contact Ciera at [ciera@horizondaycamp.org](mailto:ciera@horizondaycamp.org) with any questions, concerns, or ideas. We are here to help you lead a successful campaign!

# Checklist for Success

- Schedule a one-on-one phone call with your local Walk Director to discuss your campaign and fundraising plan.
- Set a personal and team fundraising goal. Kick-start your efforts by making a self-donation to your page.
- Personalize your fundraising page with your story and a picture or video from the Sunrise Association Youtube Page. *Studies show that participants who customize their page raise 6-18x more than participants who don't.*
- Create a custom team flyer with your local Walk Director to recruit walkers and solicit donations.
- Share the Checklist for Success with your team members to help them maximize their fundraising efforts.
- Download the **WALK2SOAR** app to send pre-programmed texts, emails, and social media posts with the click of a button!
- Set up a Facebook Fundraiser through your dashboard or mobile app. Funds raised through Facebook will appear directly on your page.
- Ask your employer about a Matching Gift and make sure your team members do the same. Check out the Get Involved tab on our website to learn more.
- Encourage your team members to text, email, call, or write to their networks to recruit walkers and solicit donations.
- Send a THANK YOU to everyone who supported your walk efforts. Appreciation goes a long way in setting you up for next year!

*Add your own tasks:*

- \_\_\_\_\_
- \_\_\_\_\_

# Customizing Personal & Team Pages

As a Team Captain, you can tell a powerful story on both your team and personal pages. Research shows that fundraisers who share their experiences are more likely to reach and surpass their personal & team goals.

Here are some tips to help you tell your story:

**Balance fact with feeling.** Speak from the heart with personal details. Be authentic, be real, and be human. Include stats about the Sunrise Association and how donations will help give summer back to children with cancer.






*Sample facts you can include:*

- *It costs \$6,000 to send one child to camp for the entire summer.*
- *Since 2006, over 21,000 children and families have been served.*
- *Every day 43 kids are diagnosed with cancer in the United States.*

**Put a face to your fundraising efforts.** Update the profile picture and cover photo on your page. Pictures can tell a story in ways that words can't. Upload one of your own or choose from a variety of our campaign images. Cover photos should be 2500x785 pixels.

**Share your fundraising goal and progress.** Let your supporters cheer you on along the way! Make sure to share milestones with your followers. The momentum will be contagious-- the closer you get to your goal, the more donors will want to help you get there!

Each member of your team can log into [sunrise-walks.org/baltimore](http://sunrise-walks.org/baltimore) and view or edit his/her fundraising page. Once logged in, you will be able to:

-  Customize your page including your URL and fundraising goal
-  Run reports and view donations
-  Send fundraising, recruitment, and thank you emails from templates
-  Register additional team members
-  Connect with social media platforms

# Facebook Fundraising

**CREATE** a Facebook Fundraiser to simply raise funds for the Walk and quickly reach your fundraising goal. Spread the word to your social networks with pre-populated custom messages or scheduled messages to automatically update your friends on your behalf. Your Facebook donations will directly connect to your Walk fundraising total on your dashboard. Easy as 1-2-3!

Facebook Fundraisers are a great way to celebrate your birthday, anniversary, and other special occasions, while benefitting Horizon Day Camp.

**STEP 1:** Log into your Walk Dashboard. Click the “Go Social” tab.  
*DO NOT go directly to Facebook.com to create your fundraiser as your donations will NOT automatically connect to your Walk page. If you have already done this, dont worry! Contact your local Walk Director to have the funds manually entered on your Walk page.*

**STEP 2:** Select the Facebook Fundraiser Tab and click “Create a Facebook Fundraiser.” Enter your login credentials and wait for the page to reload. Click “Go To Fundraiser.”

**STEP 3:** Edit and customize your Fundraising page details. The Facebook Fundraiser will automatically copy your bio from your dashboard.

**TIME TO FUNDRAISE!** Invite your friends to donate, share in your news feed, give updates on fundraising progress, and don't forget to say thank you.



If Facebook prompts you to add a donate button, please **DO NOT ADD THIS BUTTON**. Funds raised will not be automatically reflected on your participant dashboard or team total. It will take up to one month for funds to be added manually to your Personal or Team Fundraising Pages. Contact your local Walk Director with any questions or concerns.

# Collecting Donations

We accept donations in all forms! If a donation is given by cash or check, be sure to capture the donor's name, email, address, and phone number so that we can acknowledge their support.

Please send donations in as you receive them, so totals can be accurately reflected on the Walk website and your personal and team pages.

**CASH:** Please do not mail cash donations. These can be dropped off at the address below.

**CHECKS:** Mail or drop off checks to the address below. Be sure to note which team/individual walker the donation is supporting. Make checks out to Horizon Day Camp with HorizonWALKS in the memo.

**CREDIT CARDS:** Our website accepts all major credit cards. Donations can be made directly on the website.

**MATCHING GIFTS:** Many companies offer a matching gift program for their employees. Check the "Get Involved" tab on our website to learn if your company does!

Any last minute donations can be dropped off at the Donation Drop Off table at the Registration Center on the day of the Walk.

## HorizonWALKS

Horizon Day Camp  
8 Market Place, Suite 331  
Baltimore, MD 21202



# Know Your Networks

Brainstorm each category to identify the people in your network who can support your fundraising efforts!

Personal Relationships		
Family	<ul style="list-style-type: none"> <li>• Immediate Family</li> <li>• Extended Family</li> </ul>	
Friends	<ul style="list-style-type: none"> <li>• High School, College, and Graduate School Friends</li> <li>• Informal groups- book clubs, intramural sports</li> </ul>	
Distant Contacts	<ul style="list-style-type: none"> <li>• Wedding/holiday card lists</li> <li>• Sorority and Fraternity</li> </ul>	
Community	<ul style="list-style-type: none"> <li>• Social Media</li> <li>• Volunteer activities</li> <li>• Religious organizations</li> <li>• Your child's school/social groups</li> <li>• Local government</li> </ul>	
Daily Activities	<ul style="list-style-type: none"> <li>• Businesses that you frequent daily/weekly (gyms, grocery stores, salons)</li> </ul>	
Professional Relationships		
Business Contacts	<ul style="list-style-type: none"> <li>• Current and former co-workers</li> <li>• Clients, vendors, partners</li> </ul>	
Networking Groups	<ul style="list-style-type: none"> <li>• LinkedIn</li> <li>• Chamber of Commerce</li> <li>• Professional Development</li> <li>• Industry Groups</li> </ul>	

# DIY Fundraising

DIY or “Do-It-Yourself” Fundraising Events are a great way for individuals and groups to raise money and spread awareness for Horizon Day Camp, while doing what you love.

**DESIGN:** Decide what type of event you will have (fitness, cooking, networking...etc.) Select a venue, date & time, and realistic fundraising goal. We will customize a flyer to help promote your event, and set up an online ticketing site to collect donations and RSVPs.

**BUDGET:** If charging for admission, base the ticket price on event expenses. For example, if it costs \$200 to rent the venue, make sure to charge attendees enough to cover this expense while still raising money.

**INVITE:** Consider your audience and outreach methods. How will you invite people to your event? Promote using social media, e-invite, or in person.

**PROGRAM:** Plan your event to make it fun and memorable for your attendees. Think about adding raffles, guest speakers, food, & decor.

## Below are examples of successful DIY Events:

**Sweat for Aurora-** Barre class fundraiser with raffles

**Sips for Sunrise-** Corporate networking event after hours

**Ready, Set, Play-** Mah jongg & canasta, lunch, and boutique vendors

The Walk staff is here to help you brainstorm, plan, market, & execute your event. Contact Ciera at [ciera@horizondaycamp.org](mailto:ciera@horizondaycamp.org) to get started!

# WALK2SOAR APP

The brand new **WALK2SOAR** App will allow you to:

**VIEW** and edit your personal & team fundraising progress.

**USE** our pre-programmed templates to easily ask for donations, recruit team members, and thank donors through Facebook, Twitter, LinkedIn, WhatsApp, text message, and email.

**SCHEDULE** posts to Twitter and LinkedIn.

**PERSONALIZE** fundraising pages with photos from your mobile phone. Add a Walk sticker or event logo to any photo in your camera roll or gallery to make it fun and promote the event.

**MONITOR** your team's success and reach out to them individually or as a group.

**RECEIVE** push notifications so you can be updated about the Walk and event details.

The **WALK2SOAR** App can be downloaded from the App Store or Google Play for fun and easy fundraising on any mobile device or tablet.



Questions about the app?  
Contact Ciera Gallub at [ciera@horizondaycamp.org](mailto:ciera@horizondaycamp.org)

# Event Information

## HorizonWALKS October 2020

**Location:**

Camden Yards and M&T Bank Stadium

**Schedule:**

8:45 AM

Registration check-In, T-shirt pickup, and pre-WALK festivities

10:30 AM

Opening ceremony and HorizonWALKS kick-off, followed by finish line celebration

*An email will be sent to all registered walkers prior to the walk with all event details.*

**WE WALK SO THEY CAN SOAR!**

[www.sunrise-walks.org/baltimore](http://www.sunrise-walks.org/baltimore)