

Team Captain Handbook

YWCA 10th

 Trent Valley Honda

**WALK
A MILE
IN HER SHOES**



Your guide to making **#SafeNights** possible
for women and children in our community

We're Stronger Together!

Thank you for signing up to be a Team Captain for **YWCA Walk A Mile in Her Shoes!** This handbook is designed to help make your role easy and extremely rewarding.

Plus, we're always just a phone call or email away. Let us help you and your team have a great time while making a difference for women and children!

We can also supply Safe Nights pillows and shoes for any photo opportunities or press events your team would like to arrange.

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What's a Safe Night?

“Safe Nights meant the difference between a life of violence and fear, and the chance to be myself.

There is no bigger gift, no bigger service than this.”

- Maisie, YWCA Client and Survivor

Safe Nights at YWCA Crossroads Shelter include everything a woman or child will need to break free from abuse and begin to heal - from the safety of a warm private room, to nutritious meals, onsite support, fresh linens and pajamas, personal care essentials, resources and referrals, post-shelter support, and more.

Each Safe Night costs \$45.96 (*beyond what government funding provides*) and is only possible thanks to the generous support of our community.

Each year, fundraising through YWCA Walk a Mile in Her Shoes accounts for more than 1/3 of the Safe Nights provided at Crossroads Shelter!

Together we can help women and children face and overcome the immense challenge of rebuilding their lives after fleeing violence and abuse.

Thank you for helping to make Safe Nights possible for women and children in our community!

Be a Goal Getter!

Did you know? Successful team captains set goals that are **just outside their 'comfort zone'**.

"I knew I'd be able to raise \$1,000, so I set my goal at \$2,000 – and I was amazed!

Everyone I connected with was eager to help me get there and they were genuinely excited about helping such a great cause. Lots of people gave 1 Safe Night because it was so easy for them to understand what it meant. They felt great knowing their support would make a difference for someone in our community!"

- 2017 YWCA Walk a Mile in Her Shoes Team Captain

Set 3 goals to help get you started:

- 1. **My personal fundraising goal** (the amount you want to raise personally)

\$ _____ = _____ Safe Nights (\$45.96 each)

Keep in mind: In honour of the 10th Annual YWCA Walk a Mile in Her Shoes in Peterborough, every individual who raises 10 Safe Nights will be entered in a draw to win a \$1,000 Primal Cuts gift certificate and two outdoor chaise lounge chairs valued at \$1,200 from Leon's.

- 2. **My team member recruitment goal** (the total number of team members you'd like to have on your team)

- 3. **My team fundraising goal** (the total amount you'd like to see your team raise collectively)

\$ _____ = _____ Safe Nights (\$45.96 each)

10 Easy Steps to Team Success!

To Be Completed Today:

1. REGISTER EARLY

If you haven't already, visit www.walkamilepeterborough.com to:

- Register as a walker
- Share your fundraising goal
- Create a personal profile that shares your 'why' (aka, your personal motivation or reason for getting involved in making Safe Nights possible for women and children)
- Create your team profile (you can always add to this later, too!)

2. MAKE A PERSONAL DONATION

Set the tone by making a personal donation of 1 Safe Night (\$45.96).

To Be Completed Tomorrow:

3. BEGIN RECRUITING TEAM MEMBERS

Reach out to friends, colleagues, family members, sports buddies, book club members, neighbours, Facebook friends, etc. to invite them to join your **YWCA Walk a Mile in Her Shoes** team.

Let them know that with every \$45.96 raised this year, another night of safety and support at YWCA Crossroads Shelter will be possible for a woman or child fleeing violence and abuse.

Explain that you'd love for them to join you at the walk (***Don't forget! The red high heel shoes are just a symbol and are entirely optional***), and that their support will most definitely save and change lives!

If they're still not convinced, encourage them to visit your online giving page to support you with **1 Safe Nights (\$45.96)**, or set up a time to come by to pick up their cash/cheque donation.

Sample Team Member Recruitment Email/Letter

Dear ...:

I will be participating in **YWCA Walk a Mile in Her Shoes** on **Friday, May 25th, 2018** in support of **Safe Nights at YWCA Crossroads Shelter** for women and children fleeing abuse.

I am creating a team and hope you'll be a part of it!

Visit my web page at: ... to learn more or register online! Thanks so much for your support!

Sincerely,

To Be Completed Next Week:

4. HOLD YOUR OWN FUNDRAISING WORKSHOP

Gather your team members and set up a mini fundraising workshop. This is your chance to make sure your team members have registered online, have set a goal, created their personal profile, and shared their 'why'. You can also share YWCA Walk a Mile in Her Shoes business cards with team members, making it quick and easy for others to give online or learn more about the event.

Sample Internal Memo for Team Recruitment

TO: All employees

FROM: Bob Smith, CEO

RE: Please join us for a day of fun, food, and festivities as we help raise funds for **YWCA Walk a Mile in Her Shoes**. I'm proud to say that **ABC Company** is participating in this worthwhile event and I have set our goal at **150** participants raising **\$15,000**.

Let's all pitch in so we can reach our goal! Please contact our Team Captain, ..., to sign up – we want a huge showing from **ABC Company** on Walk day! See you there!

Sharing ideas early, in a fun, relaxed atmosphere, is a great way to spur one another on. **Remind participants that they also have a chance to win the “10 Safe Nights Prize”: \$1,000 Primal Cuts gift certificate and two outdoor chaise lounge chairs valued at \$1,200 from Leon's, simply by raising 10 Safe Nights.** Lastly, use it as an opportunity to make sure everyone knows how to use the online tools they have at their disposal.

Need a little inspiration?

Being creative with your fundraising efforts is extremely important. Jump Start Your Fundraising Efforts with more great ideas:

1. Get the word out in a newsletter – Ask if your company, church, community or membership group distributes a monthly newsletter. Or can they send a group company-wide e-mail? Take advantage of these outlets! It's a perfect way to get the word out. Be sure to include a link to your fundraising page for easy donating.
2. Have your kids ask their teachers to support the cause by doing a classroom fundraiser that all parents get notified of.

3. Throw a house party - This is a really fun way to fundraise! Charge “admission” or a “cover charge” (set a minimum such as “\$20 or more to attend).”
4. Add a special signature line to your e-mail accounts! Every e-mail can include a link to your fundraising page. This feature is often located under “Options” on most e-mail programs. Use something like “Visit my personal fundraising page and help me support ...”
5. Have a bake sale or start a weekend lemonade stand.
6. Ask your local stores, medical offices, restaurants, salons, etc. (places you give business to!) to place a money jar at the front counter (we can supply one, if needed).
7. Do a garage sale.
8. Create a neighborhood letter that you drop off on every doorstep.

5. READY, SET, FUNDRAISE!

Have your team members think through their extended networks. There’s a lot of people they know and could ask for support:

Friends on Facebook	Followers on Twitter	Pediatrician
Mom, Dad, Sister, Brother	Friends’ Parents	Pharmacist
Accountant	Golf Foursome	Previous Employers
Attorney	Grocery Store Manager	Printer
Banker	Gym members	Psychologist
Bartender	Hair Stylist	Rabbi, Pastor, Minister
Churchgoer	Holiday Card List	Realtor
Car Dealer	Interior Designer	Relatives
Cleaners	Insurance Agent	Sorority/Fraternity
Clients	Landlord	Stock Broker
Employer	Lawn Service	Teachers
Fantasy football league	Manicurist	Travel Agent
Financial Advisor	Neighbours	Veterinarian
Fitness Trainer	Ophthalmologist	
Florist	Painter	

Encourage all team members to utilize the online fundraising tools and follow up with at least one contact in person, by email or by phone each day.

Sending regular reminders to your team can really help keep everyone on track. We’re all busy. Sometimes a gentle reminder is all it takes to nudge folks into asking for (or making) that gift!

6. CREATE COMPETITION

Competition always helps spur people on. That's why you can see each of your team members fundraising progress online. They can also see this info by going to the team page. By starting up a little friendly competition to see who can raise the most money you're guaranteed to be more successful as a team. Think of individual incentive prizes to reward individual efforts in fundraising. Can the top fundraiser become team captain for a day?

The point is to think of unique ideas that will motivate people to fundraise while also making it fun for everyone involved!

7. COMMUNICATE EVERY CHANCE YOU GET

Staying connected to your team keeps their enthusiasm and momentum up and gives everyone an opportunity to share their successes and fundraising ideas.

The best way to stay connected with your team is through email, if possible. Some suggestions include: weekly e-mails, postcards, telephone updates and at least one team gathering.

If you've registered your team online, there are great tools available for sharing information with team members and supporters. Make sure to include progress toward your team fundraising and recruiting goal, announce incentives and share fundraising ideas!

Planning Ahead:

8. PLAN A TEAM RALLY

Hold your own kick-off meeting/event for your team and their friends, family and co-workers. Make it a fun time where you share a meal and talk up the fundraising efforts of your team. Share ideas, stories, encouragement and more. It's a great way to support current team members and recruit additional team members. It's also a great way to get those who cannot join your team to support you through making donations.

We can help you make it a fun time where the team gets together to talk about how they are doing with their fundraising.

***Let us know ahead of time (contact Corinna) so we can join you with Safe Nights pillows and take team photos. Some teams even like to invite local media!**

9. USE ALL YOUR RESOURCES

Ask for donations and keep people updated on your fundraising progress through blogs, social networking websites (Facebook, Twitter, LinkedIn, etc.), online newsletters, company intranet, company website and any other place you can think to promote your efforts.

10. DISPLAY YOUR TEAM SPIRIT

Create Team T-shirts, Buttons or a Banner to show your team spirit and to rally your team. Team T-shirts help build enthusiasm during the weeks leading up to the event, and unite a team on the day of. Hold a design contest with your team and have your friends and family judge the t-shirts and they pick the best design.

Some teams have had banners or signs made to carry on event day. Banners and signs are great because they can be held up high and your team members can find you in a crowd.