



Walk for Lupus Now Team Leader Guide

**Nashville, Tennessee
Event Shelter
Centennial Park**

**September 13, 2008
8:00 am Registration
9:00 am Walk**

**For more information, please contact
Lupus Foundation of America, Mid-South Chapter
4004 Hillsboro Pike, Suite 216-B
Nashville, TN 37215
Phone: 615-298-2273 Fax: 615-292-0520
Toll Free: 877-865-8787
www.lupusmidsouth.org or info@lupusmidsouth.org**



Welcome!

Welcome to the 2008 **Walk for Lupus Now!**

Thank you for your interest in forming a team for our 10th annual awareness and fundraising event! Team participation is extremely important to both the event's success and the success of the Lupus Foundation of America, Mid-South Chapter (LFAM). Teams raise 75% of the total revenue raised by the Walk—which translates into better programs, services and research for Tennessee's 33,000 individuals living with lupus.

Starting your own Walk Team requires leadership, tenacity, creativity and a sense of joy! We are here to help you every step of the way. Call the Lupus Office at 615-298-2273 with your questions or concerns as well as any creative ideas you may have. E-mail us at info@lupusmidsouth.org. Remember we are here to help you while you help us raise awareness and funds for lupus programs, services and research!

If you live too far away to join us on the day of the walk, you can still raise awareness and funds for lupus programs and services in your area as well as contributing for research! Walk in your neighborhood or local park. Send us pictures!

This guide includes:

- About LFAM and Lupus: The Disease
- Team Leader Responsibilities
- Forming a Walk for Lupus Now Team: Why and How
- Tips on Raising Pledges!
- Team Registration Form
- Team Roster Form
- Sample Emails and Letters for your use
- Sample Emails and Letters to share with your team members

We hope you will start a team, join a team, or walk as an individual! **Help us reach our goal of 100 teams raising \$100,000 or more for the Mid-South Chapter to support the 33,000 Tennesseans with lupus.**



Lupus Foundation of America, Mid-South Chapter

- The Lupus Foundation of America, Mid-South Chapter (LFAM) formed in 1984, is the Mid-South's leading non-profit health organization dedicated to finding the causes and cure for lupus. The Lupus Foundation of America (national organization) has nearly 300 chapters and support groups in 32 states.
- The mission of the Lupus Foundation of America and our Mid-South Chapter is to improve the diagnosis and treatment of lupus, support individuals and families affected by the disease, increase awareness of lupus among health professionals and the public, and find the causes and cure.
- The Lupus Foundation of America and its Chapters energetically pursue this important mission with five program objectives designed to:
 1. Heighten public awareness of the causes and consequences of lupus.
 2. Support individuals with lupus, their families and caregivers.
 3. Provide direct financial support to researchers.
 4. Advocate increased public and private sector support for biomedical research on lupus.
 5. Translate research findings into medically-sound information and programs for physicians and other healthcare professionals.

Lupus: The Disease

- Lupus is a chronic, potentially life-threatening autoimmune disease that can cause damage to virtually any part of the body, especially the skin, joints, and kidneys.
- Throughout the country, there are nearly two million people living with lupus (33,000 in Tennessee alone).
- More than half of the people with lupus suffer four or more years and visit three or more doctors before receiving a correct diagnosis.
- Late diagnosis and delayed treatment contribute to significant tissue damage leading to organ failure, disability and death.
- Based on a nationwide poll in April, 2005, two out of three American know little or nothing about lupus.
- Although lupus can occur at any age, and in either sex, it is a disease that discriminates—90% of people with lupus are women in the prime of their lives. Lupus is also more prevalent in African Americans, Hispanics, Native Americans, and Asians.



Team Leader Responsibilities

- Register Team (online or mail)
- Solicit participants (participants must register individually – either online or mail. Exact team name must be used to officially join your team.)
- Maintain roster of team participants and turn in to LFAM prior to the Walk date (if possible) or on the day of the Walk.
- Notify LFAM of team participant's names and T-Shirt sizes.
- Communicate Walk information with participants.



Family Friends and Corporate Team Profile Forming a Walk for Lupus Now Team

Why Should I Form a Team?

Participating because lupus has touched your life is one great reason to get involved. However, lupus affects more people than most of us realize, ask around – a family member, a friend or co-worker either has lupus or knows someone living with lupus. Raising awareness of lupus is another great reason to start a team. Currently, two out of three Americans know little or nothing about lupus. As a Team Leader, you will be asking friends, family and others to join or donate to your team – and at the same time provide information about lupus.

What Constitutes a Team?

Teams can be any size, large or small. There is no limit! The average team consists of 10-15 walkers with each walker raising \$150 average and each team raising \$2000 or more. Team members are recruited from family, friends, employees, vendors, and clients.

Who Can Be a Team Captain?

Anyone! We have found that the best team captains are energetic, motivated, organized and committed to the mission. Depending on the size of your team and the interest of your employees, organization or group, you may consider having multiple team captains (per department, division, etc.) Competition helps immensely in recruitment.

What Does a Team Captain Do?

A team captain is responsible for serving as the liaison between the Mid-South Chapter and his/her team members. The team captain will recruit friends, employees, and family to walk, set fundraising goals with the team, motivate team members, collect team funds, and enjoy the rewards of being apart of a great cause and great organization.

How Do I Get Started?

Register your team at www.firstgiving.com/lupusmidsouth and create your team's online fundraising page and website. If you prefer, complete and mail in the Team Registration Form (attached). Managing your team online is extremely easy!

How Do I Solicit Participants:

Anyone can join your Walk Team: Family members, friends, co-workers, ANYONE! Ask those you've already recruited to invite their network of friends to join. Don't forget to ask people you know through church or temple, networking groups, social groups, etc. Each member of your team **must** fill out an Official Event Registration Form (photocopies accepted). When completing the registration form, be sure participants list your team name exactly as it appears on the Team Registration Form. Remember to track participants on your Team Roster.

Set A Team Fundraising Goal!

Most people work harder when they have a specific goal to meet. Set a team goal that is attainable yet challenging. Encourage each participant to set their own dollar goal (a suggested rule of thumb is a minimum \$100 per team member). Keep tabs on your team's progress and report successes back to everyone. Share ideas with one another. Remind your team that pledges are the major source of funding for the Walk for Lupus Now – which supports the programs, services and research of the Lupus Foundation of American and its Mid-South Chapter!

Stay Connected to Your Team:

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 to manage activities online. Some suggestions include: weekly e-mails, postcards or letters, telephone updates, and (if time permits) team meetings. If you've registered online, there are many great tools available for sharing information with your team members and supporters.

Turn in Your Registration Forms and Donations:

Registration forms and donations should be mailed in or brought to the LFAM office at least one week before the Walk. Both can be brought to the event, but mailing in advance or brought to the office helps us to plan for the day (and make it more enjoyable to you and your team members) and allows you to avoid long lines on event day!

For questions contact the Chapter Office at 615-298-2273 or email us at info@lupusmidsouth.org. We welcome the opportunity to meet with your team and team captain to set goals and help you build a successful Walk for Lupus Now team!

Common Questions and Answers

Q: Is a team membership limited to employees of the company?

A: No. Team participation is encouraged among employees, families, friends and neighbors. The Walk for Lupus Now creates a fun, wholesome event that brings coworkers and their families together outside the office for the purpose of helping others.

Q: Is it difficult to organize a team?

A: No. We help make it easy. We provide all the materials and guidelines to ensure your success in building a large Walk for Lupus Now team.

Q: Does having a team require some kind of corporate donation?

A: Corporate donations are encouraged, but not required. The majority of contributions will be generated by your individual team members. However, corporate matching gifts can enhance employee fundraising efforts.

Q: How do I secure matching funds?

A: Check with your community affairs or personnel department to see if your company has a matching gift program. If so, send the necessary

paperwork to the LFA office.

Q: How are funds raised through a Walk for Lupus Now team?

A: Individual team members are responsible for setting goals and raising funds from coworkers, friends, neighbors and family members who wish to back the team and support the cause. Teams can also conduct special events to raise funds.

Q: What can senior management do to facilitate building a Walk for Lupus Now team?

A: Management can encourage team participating in a number of ways:

- Sign up for the team.
- Draft and distribute a company wide memo or email endorsing the Walk for Lupus Now and the team. (See sample letter).
- Authorize/host company wide recruitment, information meetings and an internal kickoff.
- Purchase T-shirts or other

incentives to promote the company's commitment to the Walk for Lupus Now.

Q: How long is the Walk?

A: The walk is a 5K or 3.1 miles. A leisurely pace is the norm on this walk, which takes under an hour to complete. If you just want to walk a mile, there will be signs to turn.

Q: Are pets, strollers, bicycles or inline skaters allowed to participate?

A: Pets, strollers, and wheelchairs are welcome. However, for everyone's safety, bicycles, inline skates, skateboards and scooters are not allowed.

Q: What happens if it rains?

A: The Walk is held rain or shine.

Q: Do walk participants get t-shirts?

A: Yes, each registered walker receives a short sleeved t-shirt once they donate or raise \$25.00.

Contact the Mid-South Chapter with any questions about the Walk for Lupus Now.
615-298-2273
www.lupusmidsouth.org
info@lupusmidsouth.org



How to Recruit Walkers

Step 1—Register Your Team

- Register your team with the Mid-South Chapter at www.firstgiving.com/lupusmidsouth and create your online fundraising page and website for your team.
- Our online fundraising partner, Firstgiving, has valuable tools to help you become successful. With the click of a button, you can check the status of your team, every walker and your goal.
- Set a goal for your team and each individual walker. Remind every walker of your team goal with regular email updates and encouragement.

Step 2 – Recruit Walkers

- The more the better! The more you recruit, the easier it will be for your team to meet and exceed your goal!
- Hold an informal kickoff meeting or set up an information table, where people can learn about the cause and sign up. Ice cream, cookies, baked goods—free food helps immensely to encourage all to attend the walk and be inspired. Contact the Chapter for a representative to be your kick off speaker.
- Encourage co-workers, friends and family to join your team by registering online with your team. Be sure to include the link to your webpage on all your communications so they can click and go to your page directly.
- Design a team t-shirt for all to wear. The t-shirt contest is very competitive and an award is given. Get creative with the lupus theme and your company logo.
- Appoint other team captains and co-captains to help with recruitment.
- Recruit a team captain from each department or floor.

Step 3—More Ways to Recruit Walkers

- Start building awareness for the Chapter, its mission, and the Walk for Lupus Now with memos, emails, posters, and brochures. Call for extra supplies if you need them.
- If someone in your company has a friend or family member with lupus, consider “adopting” this person as your company’s honored hero. This can help team members visualize and personalize what they are working for, or call the Chapter for an honored hero you can adopt.
- Don’t forget to invite customers, vendors, or clients to join the walk, form a team, or donate.
- Recognize top performers and make sure all team members are given weekly updates.

Step 4—Reward Your Top Walkers

- The LFAM will present awards to the top three fundraising teams, and top three individual who raised the most funds as well as the top three teams with the most walkers.
- You can inspire and thank walkers in many ways such as a free day’s vacation, VIP parking spot for a month with management approval, lunch with the boss, free pizza for the top individual or department, or gift certificates. Ask your employer to help!



Valuable Tips To Help Your Team Members Be Successful!

The No. 1 reason people donate is...because they are asked!

Step 1: Register and create your web page

- Sponsor Yourself! Make your contribution when you register online or be the first on your pledge form. **Go to www.firstgiving.com/lupusmidsouth and begin!** This is the quickest and easiest way to raise funds, especially if you are shy about asking. Share the link to your webpage.
- Instill passion! Tell people why you are walking! Share the devastating statistics and real-life impact of lupus. Ask all you know, as people will give donations because they were asked and because lupus is important to you!
- Add your personal touches to the email templates before sending to friends and family. You can upload a picture too. They are much more likely to respond to a personal and passionate story. (See the sample letter.)
- Include your fund-raising goal
- A deadline for donations (before walk date)
- Suggest a donation level
- State that their donation is tax-deductible
- State all checks should be made payable to LFAM or that they can pay with a credit card.

Step 2: Develop your mailing list

Download your address book to your personal web page. You can easily send and track email and donations on your web page. If they don't respond in a week, email a reminder. Explain why you are involved in this Walk and how lupus has affected your life.

Step 3: Write a personal letter

Send a letter to your holiday card list, letting them know you're walking and to ask for their support. Make it personal! Explain why you are involved in this Walk and how lupus has affected your life. Include a self addressed envelope to make it easier for them to sponsor you!

Step 4: Call

Set aside time to call those you can't email or don't see.

Step 5: Check Back

Check your Walk for Lupus Now team account daily, just like your bank account. If checks are coming in, turn them in on walk day or mail the checks to the LFAM office with your team name.

Step 6: Add a tagline to your email signature.

That way every time you send an email, you're making another request. This is particularly effective if you're registered online – make sure to include your web address in your signature tagline.

Step 7: Matching Gifts

See if your company has a matching gift program and double your money! Ask donors if their company has a matching gift program also!

More Fundraising Tips

Help build team spirit and raise more money. Below are some examples, but don't limit yourself. Be creative!

Fundraising Kick-off & Rally

Provide breakfast, lunch, or snacks. Use our promotional materials to motivate participants to raise funds and recruit new team members.

Dress Down Days

Ask your employer to Host a Friday, Walk for Lupus Now Dress Down Day, Jeans Day, Shorts Day, Tacky Tourist Day or Formal Wear Day for \$5.00.

Food, Food, & More Food

Everyone loves to eat! Encourage employees to hold bake sales (donuts, cookies, and cakes), pizza sales or an old fashioned barbeque or ice cream social. Candy sales and flower or balloon sales also do well

Collection Jars

Place them in common areas for "impulse" contributions.

Prizes

Have the company or an outside group or business donate prizes that can be used to award performers, gift certificates for meals, hotel stays, car rentals, free lunch with CEO—all work well. Ask merchants you do business with to support you, such as your drycleaner, local video store or hair stylist.

Walk for Lupus Now Team T-shirt

Feature your company logo and get creative with the design, the lupus theme, and your company. The t-shirt competition is very competitive.

Fundraising Competition

Get groups in your company to compete with each other.

Regularly report progress between competitors to keep the spirit of competition alive.

Executive Car Washes

Ask your corporate executive to wash their employees' cars during lunch hour.

Vendor Letters

Get company vendors to support your team.

Matching Funds

- Matching funds for your company-- ensure all forms are sent to the LFAM.
 - Remind team members who don't work for your company to take advantage of matching funds that may exist in their company.
-

How One Person Can Triple the National Average!

Sponsor yourself for \$25 or more.....	\$25.00
Ask 3 family members to sponsor you for \$25 each....	\$75.00
Ask 5 friends for \$5 each.....	\$25.00
Ask 5 co-workers for \$10 each.....	\$50.00
Ask 3 businesses you frequent for \$25 ea.....	<u>\$75.00</u>
Total Raised.....	\$300.00

Raise Money – Win Prizes!

Team Incentive Prizes

- The top three fundraising teams will be awarded a special prize and recognition at the LFAM annual meeting!
- The largest team will be awarded a special prize and recognition at the LFAM annual meeting!
- Teams raising \$1,000 -\$2,499 will have a special team table with drinks and treats provided.
- Teams raising \$2,500 or more will have a special team tent set-up with drinks and treats provided.

Individual Incentive Prizes

- Raise \$25 + and receive a Walk for Lupus Now t-shirt
- Raise \$100 + and receive a Walk for Lupus Now long-sleeve shirt
- Raise \$250 + and receive a Lupus Bag
- Raise \$500 + and receive the Lupus hooded sweatshirt
- Raise \$1000 + and receive a digital camera

Sample Management Letter to Employees

Join the Walk for Lupus Now

Dear Fellow Employee:

I'd like to invite you and your family to join me in the Lupus Foundation of America, Mid-South Chapter's Walk for Lupus Now on September 13, 2008 at the Events Shelter in Centennial Park. By accepting this invitation, you'll be supporting our company's commitment to our community and its citizens.

There are more than 1.5 million people in the US and 33,000 Tennesseans who have lupus. Lupus often has severe, lifelong, and life-threatening effects on women, men, and children. Some of them may be your family members, friends, or neighbors. Our participation in the Walk for Lupus Now will make an important difference in their lives.

The Lupus Foundation of America is the world's largest voluntary health organization dedicated to improving the diagnosis and treatment of lupus, supporting individuals and families affected by the disease, increasing awareness of lupus among health professionals and the public, and finding the causes and cure.

90% of each donated dollar funds Mid-South chapter programs to help thousands of patients each year by providing educational information, research, physician referrals, public and professional education, and grass-roots advocacy in the state.

We encourage you to join our team to support the Mid-South Chapter and to help us meet or exceed the \$_____ goal we've set for our company.

Sincerely,

Sample Donation Letter
Friends and Family Donation Letter

Dear Friends and Family,

I will be walking in the 2008 Walk for Lupus Now on September 13th at Centennial Park to raise funds for the Mid-South Chapter of the Lupus Foundation of America. Our goal is to raise \$100,000 for the 33,000 Tennesseans and 1.5 million Americans with lupus. Will you support my commitment and help me reach my personal fundraising goal?

Lupus has touched me and my family: (share personal stories and challenges)

Please visit my personal web page at _____. You can donate to my efforts with a credit card on a secure website. Immediately after making your gift, you will receive an email with tax receipt information. You can also send a check payable to the LFAM to my home address.

90% of each donated dollar funds Mid-South chapter programs to help thousands of patients each year by providing educational information, physician referrals, public and professional education, and grass-roots advocacy in the state. To find out more about Chapter activities and how to become involved, visit the Chapter website at www.lupusmidsouth.org.

Thank you so much for your support. I will keep you updated as I reach my goal, and please forward my request to anyone you believe would support me in the Walk for Lupus Now!

Most Sincerely,



Walk Day Directions and Parking

Saturday, September 13, 2008
Check in and Entertainment at 8:00
Walk begins at 9:00.....
Events Shelter
Centennial Park
Nashville, TN

Reserved Parking at

The Lupus Foundation of America, Mid-South Chapter Walk for Lupus Now is a 5K walk, beginning at the Event Shelter in the back of Centennial Park. Our teams of walkers will enjoy the preserved and restored Centennial Park, a Nashville treasure, where the Parthenon stands proudly as the centerpiece of the park. The re-creation of the 42-foot statue Athena is the focus of the Parthenon just as it was in ancient Greece. The building and the Athena statue are both full-scale replicas of the Athenian originals. Centennial Park is Nashville's premier urban park.

Parking for all Walk for Lupus Now teams and walkers will be available at in the parking lots at Centennial Park which is located directly across from Vanderbilt University. [Parking and driving on grass is prohibited in Centennial Park](#).. The park runs along West End Blvd.

Directions:Take I-65 NORTH towards Nashville
Proceed to where I-65 NORTH merges with I-40 WEST
Go Northwest (left lanes)
Immediately merge into the right lanes of traffic
Proceed approximately .1 miles to the BROADWAY exit (209A)
At the top of the ramp, go to the second light
Turn left onto BROADWAY
Go approximately 0.3 miles - BROADWAY and WEST END AVENUE split
Continue on WEST END AVENUE (right lanes)
Go approximately 1 mile - Centennial Park will be on the right
Turn right into Centennial Park - follow the signs to the Parthenon parking lot



Team Registration

Register your team online at www.firstgiving.com/lupusmidsouth, or by completing and submitting this form. Hard copies can be faxed to 615-292-0520 or mailed to:

Lupus Foundation of America, Mid-South Chapter
4004 Hillsboro Pike, Suite 216-B
Nashville, TN 37215

Please print or type

Team Leader: _____

*Team Name: _____

Team Leader Information

Mailing Address: _____

City _____ State: _____ Zip _____

Day Phone: _____ Evening Phone: _____

E-Mail: _____

* Be sure your team members know your team name when they register!

