



Corporate Team Guide

Why create a corporate team?

Nearly everyone, including many of your employees, have likely been impacted by cancer in some way. Forming a corporate team is a great way to join together to raise funds and awareness for all cancers and to rally around employees that may have been diagnosed, are caregivers, or have lost someone that they love.

Benefits include:

Team Building: A Walk & Roll team is a fun way to create camaraderie in your office!

Networking: Promoting a Walk & Roll team encourages co-workers to meet peers from other departments and come together.

Leadership Skills: Employees can volunteer to take the lead and act as Team Captains.

Health & Wellness: Your company promotes a healthy lifestyle by encouraging co-workers to get out and walk (or run, bike or skate!) on event day.

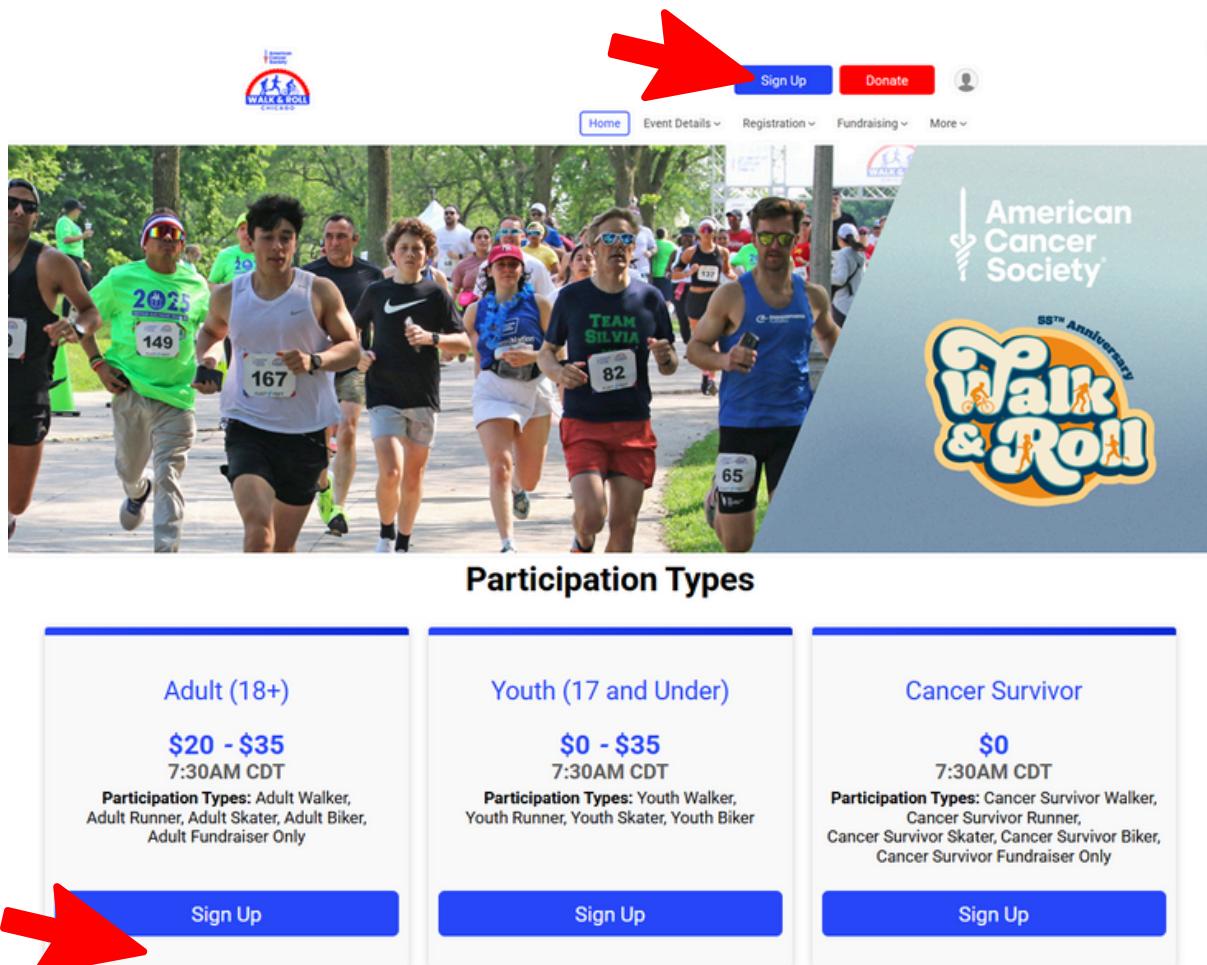
Philanthropy: Walk & Roll is a great way to give back to your local community and support employees who may be facing or affected by cancer.

Getting started

CHOOSE A (OR MANY) TEAM CAPTAIN Decide if you'd like one big company team or if you want each department (or branch) to have their own team. Designate one person to serve as team captain for each team created. Team captains will be in charge of recruiting employees and their families to join, setting up their team fundraising page and keeping everyone excited and motivated. **TIP:** Consider splitting up by department or branch and creating several teams. A little friendly competition is sure to drive your fundraising AND make for some team building fun.

SET UP YOUR TEAM PAGE Once a team captain has been selected, they will need to set up their Team Fundraising Page on the Walk & Roll website: www.WalkRollChicago.org. Begin by clicking the “Sign Up” button. Log into RunSignup if you have an account OR you it will be created for you. Choose your participation type based on age/status and route choice. Once you complete the brief registration questions for your registration and added others (optional), you will enter your team name and team goal, and have the option to edit your team fundraising story. You can also go back in to customize your team page to include a description of your company, why you are participating in Walk & Roll Chicago and a photo. From your RunSignup dashboard, you can send out fundraising emails as well as invite co-workers, family and friends to join you.

TIP: We can also send you the “Walk & Roll Registration Steps” to help you through the process!



The screenshot shows the Walk & Roll Chicago registration page. At the top, there's a navigation bar with a logo, a "Sign Up" button, and a "Donate" button. Below the navigation, there's a banner for the American Cancer Society 55th Anniversary Walk & Roll. The main content area features a photo of people running and a section titled "Participation Types" with three categories: "Adult (18+)", "Youth (17 and Under)", and "Cancer Survivor". Each category has a "Sign Up" button. A red arrow points to the "Sign Up" button in the "Adult (18+)" box, and another red arrow points to the "Sign Up" button in the "Adult (18+)" box.

Participation Type	Age Group	Cost	Start Time	Participation Types
Adult (18+)	Adult	\$20 - \$35	7:30AM CDT	Adult Walker, Adult Runner, Adult Skater, Adult Biker, Adult Fundraiser Only
Youth (17 and Under)	Youth	\$0 - \$35	7:30AM CDT	Youth Walker, Youth Runner, Youth Skater, Youth Biker
Cancer Survivor	Cancer Survivor	\$0	7:30AM CDT	Cancer Survivor Walker, Cancer Survivor Runner, Cancer Survivor Skater, Cancer Survivor Biker, Cancer Survivor Fundraiser Only

What's next?

MAKE A DONATION Once you have set up your Team Fundraising Page, we encourage you to make the first donation to your personal page. Leading by example shows yours that you are committed to the cause, and committed to the team.

RECRUIT TEAM MEMBERS Now that you have your page set up and have kicked off your fundraising, start to recruit you co-workers and their friends/family to join. We encourage each team member to raise at least \$100, and there are many ways to do it!

LET THE FUNDRAISING BEGIN As a team captain, your job is to lead by example and keep your team motivated and excited while fundraising for Walk & Roll Chicago. On the following pages we have compiled a timeline, fundraising tips and resources to help you along the way!

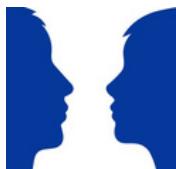
The ask

While reaching out to co-workers, friends, family and others in your network, remember: The number one reason people don't donate, is because they were never asked to. If you receive a "no," ask again. It can take up to 4 requests to get someone to take action. Don't be afraid to send reminders!



EMAIL

You can create your own or use the templates provided on your team page.



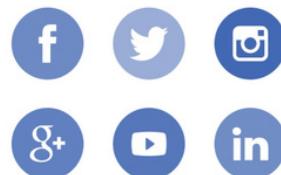
FACE-TO-FACE

Asking in person shows how committed you are to your cause. Practice what you will say in advance to feel more confident.



PHONE

Your friends will appreciate the personal touch!



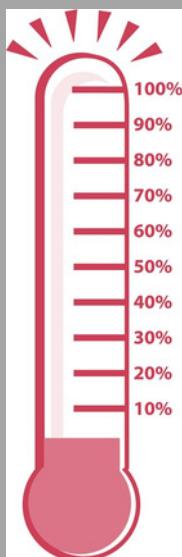
SOCIAL MEDIA

Post on any of your social media sites. Don't forget to include a link to your personal fundraising page!



PERSONAL LETTER

Include your personal story and reasons for participating. Don't forget to include a link to donate or an address to mail a check to.



How to raise \$1,000 in 6 days!

- Day 1** Kick off your campaign by making the first gift. It's an important way to show others that you are serious about raising funds to fight cancer.
- Day 2** Ask 4 family members to donate \$50 each.
- Day 3** Ask 10 co-workers to donate \$30 each. Don't forget to remind them of your company's matching gift policy. Check with your HR department for more information.
- Day 4** Ask 12 friends (or more family members!) to donate \$25 each.
- Day 5** Set up a day-long social media fundraiser with a goal of \$100. Ask 5 of your followers to donate \$20 each. If they are unable to donate, ask them to share your post!
- Day 6** Ask your boss for a \$100 company contribution.



Team Captain Timeline

This timeline is designed to help you recruit and fundraise successfully. It's never too late to begin!

3-5 MONTHS OUT

- Create and review your online Team Fundraising Page and share important information with your team members. Add photos and your personal story.
- Make the first contribution to your own fundraising page to show your commitment!
- Set personal and team fundraising goals. We recommend a team goal of \$1,000 -- try to recruit 10 people to each raise \$100. Don't forget to make an additional donation yourself. Donors will be motivated to make a donation by seeing our own financial dedication to the cause.
- Remind your team members to register online.
- Recruit team members via email, phone, social media, and letters.
- Explore your company's matching gift policy. This can be a good way to double or triple your fundraising efforts.

8-12 WEEKS OUT

- Host a team fundraiser event -- whether it's a virtual event, or a BBQ with your friends, you can use our Fundraising Guide to help you brainstorm a fundraiser that is right for your team!
- Use social media such as Facebook and Twitter to communicate frequently with your team.

2-4 WEEKS OUT

- Send weekly emails to motivate your team member to continue to fundraise.
- Follow up with donors to ensure their donations. Studies show it can take up to 3-4 requests before someone will actually donate.

1 WEEK OUT

- Confirm event day details with your team.
- Remind all team members to send thank you's to their donors and helpers.

POST EVENT

- Remind people that donations are accepted online after the event!
- Have a wrap-up session and discuss the event and brainstorm for next year.

FUNDRAISING IDEAS

50/50 Raffle | Have people purchase raffle tickets. 50% of proceeds go to the winner and 50% go to your fundraising goal.

Athletic Tournament | Host a company basketball or softball game. Charge attendees a fee to watch the game and donate the proceeds to your Walk & Roll team.

Bake Sale | Ask local bakeries for in-kind donations or see if family and friends will bake and donate their goods to you to sell at the office.

Brown Bag Lunch Week | Ask co-workers to brown bag their lunches for a week and donate the money they would have spent eating out!

Car Wash | When the weather is nice, you can get your friends, family and co-workers to help!

Company Matching Gifts | This is an amazing way to double your donation and unfortunately many people don't know or utilize their companies matching gift program. Contact your HR department to learn more.

Cook Off | Encourage budding chefs at your office or school to compete for the best chili or barbecue, and charge a fee to taste and vote.

Create a contest | Challenge your friends, co-workers or team members and see who can raise the most money during a specific timeframe. Come up with a fun prize for the winner!

Donate your Birthday | Let your friends and family know that in lieu of gifts, cards, drinks, etc. you are asking for a donation to your Walk & Roll team. Create a reminder Facebook post every week leading up to your birthday during your birthday month that includes your fundraising page link.

Donation Jar | Keep a change jar in high-traffic areas. All change is donated to your team fundraising totals.

Email Signature | Add your fundraising page link to your personal or work email signature.

Game/Movie/Trivia Night | Have an office movie or game night! Ask for a suggested amount for donations as an entry fee.

Gift Wrapping | Around holidays, offer to wrap gifts for your colleagues in exchange for donations.

Give up Coffee | Challenge co-workers to bring in coffee from home or make it in the office for a week. Have them donate the money they would have spent on their morning coffee to your cause.

Dress Down Day | Employees who donate to your team can dress down or wear jeans to work for one day. Talk to your HR department to see if they would be willing to help.

Negativity Jar | Keep a jar in your home and/or work and charge everyone \$1 for cursing or negative language. Not only is this a great way to raise money, it's also a way to reflect on your outlook and attitude.

Payroll Deductions | Talk to HR to see if you can have a portion of your check automatically deducted and donated towards your fundraising goal.

Percentage of Sales | Talk to local restaurants or stores to see if they will host a community giveback day. Ask that they donate a percentage of the proceeds from a certain day or host a fundraiser and ask people to donate.

Raffle or Silent Auction | Hold a raffle or auction in your office. Ask your company or local businesses to donate items.

Ribboning | Sell ribbons for a set amount and have employees wear them on the same day to honor those fighting or who have passed from cancer.

T-Shirt Sale | Design special Walk & Roll t-shirts and sell them in your company lobby.

Vacation Day | Work with your boss or HR to see if you can give the highest fundraiser an extra day of vacation!

Valentine's Day Candy Grams | Create your own candy grams and have your friends and coworkers make a donation in exchange for sending candy grams to their chosen list of recipients.

Wall of Hope | Create or ask your ACS staff partner to provide you with Walk & Roll Cards, which can be sold to employees or clients. On each card, individuals who purchase can write the name of a survivor or loved one lost to cancer and then they get hung on the wall for all to see.