



# Team Captain Toolkit

## **You're a BIG DEAL and here's WHY:**

As leader of your team, you have a powerful impact by helping to fund:

1. Emergency assistance to help families with bleeding disorders with unexpected expenses.
2. Educational and advocacy programs.
3. Research into new treatments and research into genetic research to ultimately unlock a cure.

There's more...

Let's be clear, it feels good to spend time with family, friends, co-workers, and fellow bleeding disorder families proactively working for a great cause.

While the NEHA Unite Walk is a once-a-year chance to reconnect with people who understand your journey like no one else does, the Unite Walk is truly a year-round community of families here to support each other.

It's a chance for your team to show support for loved ones whose lives have been impacted by a bleeding disorder.

Thank you for being a team captain! Let's get started...

# Register. Recruit. Raise Funds. Recognize.

Every action you take as a team captain falls into one of four categories:

**Register.** Your first step as a team captain is to [register](#) and create your team page. Your online team page will allow you and your team to easily track your team's fundraising progress. Stuck for a name? We offer ideas later in this kit to stoke your thinking of a fun and meaningful team name.

**Recruit.** Spread the word and encourage others to join your team. Send an email to everyone you know asking them to join your team, or give a donation instead. See "How to Recruit Team Members" starting on page 7 for easy-peasy steps to recruiting a stellar team.

**Raise funds.** The NEHA Unite Walk is a fundraising event, so all team members are encouraged to raise funds online or offline. Help your team members get registered and encourage your members to set up a personal fundraising page where their friends, family, and co-workers can contribute easily to their efforts online.

**Recognize.** Recognition of your team members is a MUST for an effective team! Social media is a great way to recognize your top team members. NEHA can also assist you in coming up with some fun ideas to help recognize these members. Be generous with emails, texts, and calls to let your team know you're proud of their work.

## Team Captain Checklist

### Get started (3-4 months before your event)

- Name your team something meaningful, inspiring, fun, or all three!
- Set your team goals.
- Register yourself and your team (with you as team captain).
- Customize your team page.
- Brainstorm who you want to recruit.
- Practice your recruitment script, especially "why we walk."
- Invite everyone to join your team or support your efforts with a donation.
- Make sure all team members [register](#) (*you* can also register them).
- Have a kick-off call or meeting, especially if you're a corporate team.
- Check your company's [matching gift policy here](#).
- Send emails to everyone you know asking them to join you or donate.
- Place articles in your company newsletter or intranet site to recruit team members.
- E-mail your team weekly with fundraising updates and welcoming new members.

### **Keep up your momentum (1-2 months before your event)**

- Send fundraising emails to ask for donations (remind your team too!). Click here for a [step-by-step video](#) on how to send an email.
- Update the team page with personal stories, photos, and progress.
- Host a team fundraising event (bake sale, garage sale, pizza night, etc...).
- E-mail your team weekly with updates and recognition.
- Collect team checks and cash. Make sure they are posted online, and check with NEHA to make sure they are entered in your team total.
- Order your custom team t-shirts if you're planning on having them.

### **The week before your event**

- Coach all your team members to send one more fundraising email.
- Register any unregistered new team members.
- Email your team with all the event details: team meet up location, start time, where to get their team t-shirts, parking, and other logistics.
- Recognize all your fundraising leaders and anyone who has met the fundraising minimum.
- Post on social media to remind your friends to donate NOW.

### **Event day**

- Arrive early.
- Register any unregistered new team members.
- Turn in to NEHA any donations collected in person at event.
- Take team photos!
- Enjoy the day and bask in the feeling of doing something great!
- Post-event photos and team recognition on Facebook during and after the event.
- Thank each of your team members for being on your team via text, call, or email!

### **Immediately after your event**

- Send thank-you notes to all your donors, with a team photo from the event (and send your team photo to your walk coordinator too!).
- Send an email to all team members with team standings and event results.
- Send follow up emails to those who didn't donate to you. Share your experience with them and give them one more chance to donate.
- Collect and turn in any outstanding pledges or donations.
- Host a team wrap party to thank your team members and enjoy your success!

## Team Goals

Research shows that when your team all shares the same goal, it dramatically boosts your success. Use this worksheet to set a high, yet attainable goal. You can always increase your goal if you hit it early.

Team Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Team Captain \_\_\_\_\_

Team Co-Captain (if applicable) \_\_\_\_\_

*Note: We recommend a co-captain for every 10 team members you recruit.*

## Team Fundraising Goal

How many team members do I want to recruit? \_\_\_\_\_

Suggested amount raised per participant, **\$100** or \$\_\_\_\_\_

\_\_\_\_\_ **X** \_\_\_\_\_ = \_\_\_\_\_  
# of Team Members      Avg . Raised per team member      Team Fundraising Goal

**Now factor in any fundraising events your team will organize and hold.**

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
Team Fundraising      Activity Date      Fundraising Goal

\_\_\_\_\_      \_\_\_\_\_      \_\_\_\_\_  
Team Fundraising      Activity Date      Fundraising Goal

\_\_\_\_\_ **+** \_\_\_\_\_ = \_\_\_\_\_  
Team Member Fundraising      Event Fundraising      Total Team Fundraising Goal

## Who to recruit

Everyone you know (the people THEY know) is a potential team member! Use this worksheet to **brainstorm the people** you want on your team.

Immediate bleeding disorder family (spouse, siblings, parents)

_____	_____
_____	_____
_____	_____
_____	_____

Extended family (aunts, uncles, cousins, grandparents)

_____	_____
_____	_____
_____	_____

Friends

_____	_____
_____	_____
_____	_____
_____	_____

Neighbors

_____	_____
_____	_____

Health care contacts (pharmacy, nurses, school nurse, doctors, insurance agent)

_____	_____
_____	_____

Work colleagues

_____	_____
_____	_____

School friends

_____	_____
_____	_____

Clubs, church or synagogue

_____	_____
_____	_____

## What you fund...

### How Your Donation Makes A Difference to NEHA

Your support allows us to continue our work of providing support, education and advocacy to those living with a bleeding disorder in the following ways:

1. **Family Camp** – For over thirty years, we have offered Family Camp to anyone with a bleeding disorder who receives care in New England. This vital program aims to help children increase and enhance their self-infusion skills while also helping families build strong connections within our community. We are proud to subsidize 95% of the cost of Camp to ensure that everyone can attend this crucial program, regardless of their financial circumstances. **Your donations helps give this experience to others.**
2. **Educational Programs** – We host several educational conferences and retreat experiences throughout the year. These events are designed to offer education in an immersive, supportive environment for our community members. **Your commitment allows us to continue providing this education to patients and their families.**
3. **Advocacy** – Each year, we send families to Washington, D.C., and to their state houses to share their stories and to ask lawmakers for their support on legislation that is critical to our community. **Your generosity allows us and our needs to continue to be heard.**
4. **Emergency Assistance** – Each year, we provide roughly \$30,000 to New England families experiencing financial hardships by helping them with non-medical expenses like utility bills, transportation, rent and food. **Your support helps those in need.**
5. **Research** – Since 2018, we've contributed over \$100,000 to help find a cure and improved treatment options for bleeding disorders. **Your donation allows us to continue investing in research.**

### Name your Team! (Make it personal! Make it fun!)

Create a sense of fun, mission, and belonging to your team name. You can show a loved one support by naming the team after them. Show company pride with a company team name.

Or you can go crazy and come up with the funniest name you can think of!

Here are some example team names to stoke your creative juices.

United for [Name of honoree]  
[Name of Honoree]'s Heroes  
[Name of Honoree]'s Posse  
[Name of Honoree]'s Buddies  
[Name of Honoree]'s Warriors  
Team [Name of Company]

## Where to get team t-shirts made:

A lot of teams get t-shirts printed with their team name to deepen the team experience. Some teams go all out and design their own logo. Team t-shirts can be entered into a fun contest the day of the Unite Walk.

We recommend that you place your t-shirt order 1-2 months in advance of our event. Here are some vendors other team captains have used:

[www.bonfire.com](http://www.bonfire.com)

[www.customink.com/fundraising](http://www.customink.com/fundraising)

[www.end2endpromotions.com](http://www.end2endpromotions.com)

## Fundraising Tools and ideas

### Coach your team to use the Unite Mobile App

Download the Unite for Bleeding Disorders app from the App Store or Google Play to your phone or tablet. It's the easiest way to send email and text all of the contacts on your device. You can also post to social media from the app.

You can always find the installation links on your **Fundraising Dashboard**. Just click these links to install the Unite mobile app for Facebook or mobile.



### Run a "Factor VIII Challenge" to raise \$200

Raising money is easier when you're not alone.

As a team captain, here's a fun fundraising activity to help each team member raise \$200 in less than one week.

Choose a "Factor VIII Challenge" week where everyone on your team uses the following daily schedule to raise \$200 in one week! What a way to boost your team goal!

Plan to set up a Facebook Group or email thread with all team members on it to share daily updates/stories to build a sense of community and competition as the week goes on.

Day 1	Sponsor yourself with a \$25 donation	\$25
Day 2	Ask 2 relatives for \$20 each	\$40
Day 3	Ask 3 friends for \$15 each	\$45
Day 4	Ask 4 co-workers for \$10 each	\$40

Day 5	Ask 5 neighbors for \$5 each	\$25
Day 6	Ask your husband, wife, or significant other for \$25	\$25
Day 7	<b>Celebrate</b> that you just raised \$200 in ONE WEEK!	

## Host a team fundraising day (or two)

Part of being on a team is enjoying a social get together. Here are some ideas that raise money while having a good bit of fun and building camaraderie.

- Theme party (come as your favorite Bluey, Outer Banks or Bridgerton character).
- Host a fun movie night with snacks, drinks and a beloved movie. Have everyone attending donate what they would have paid at the theater.
- Host a red party – fitting for a bleeding disorder, dress in red, serve red foods, drink red drinks!
- Host a happy hour party where you serve drinks and munchies and attendees donate what they would have spent at a happy hour.
- Host a garage band competition (the free Apple Electronic Music making app).
- Host a garage sale.
- Host a bake sale (seriously, these are still wildly popular)!
- Host a Saturday morning car wash.
- Collect bottles for redemption.

## Coach your team on how to ask in 5 easy steps

Asking for a donation can be hard, unless you use this sure-fire script. Coach your team members to use this script to make asking for a donation easy!

**1. Identify the need you are trying to address.** Example: “1 in 4,500 boys are born with Hemophilia.” Or “von Willebrand disease is more often misdiagnosed (70.6%) than correctly diagnosed (29.4%), which means our daughters and sisters experiencing excessive bleeding aren’t getting the right treatment... yet.”

**2. Explain why it is important to you.** Example: “My niece was diagnosed with von Willebrand’s disease, and I want her to know how much I love and support her to find better diagnosis, treatments, and a cure.”

**3. Share what you are doing about it.** Example: “I am part of a team in the NEHA Unite for Bleeding Disorders Walk on September 28 to help raise funds to pay for the training, care, and research into cures for bleeding disorders including von Willebrand’s disease, Hemophilia, and Factor II, V, VII, X, or XII deficiencies.”

**4. Ask your donor to take a specific action.** Example: “Will you make a \$50 donation to the New England Bleeding Hemophilia Association, to support families living in our community with a bleeding disorder?”

**5. Stop talking and let your donor answer.**



## **Sample team member recruitment script**

Use this script to inspire your team member recruitment calls, emails, and texts.

Only 25% of women living with von Willebrand's disease are diagnosed correctly.

What's von Willebrand's disease? It's actually the largest bleeding disorder. It mostly affects females and causes excessive bruising and dangerously excessive menstrual bleeding.

And, it runs in families.

My niece was recently diagnosed and is now finally getting the treatment she needs.

To show her my support, I'm leading a team, [[TEAM NAME]], in the NEHA Unite for Bleeding Disorders Walk, the nation's largest event to raise awareness and funds to fight bleeding disorders.

We're uniting for a fun and inspiring day on Saturday, September 28, at Prowse Farm in Canton MA for NEHA's Unite for Bleeding Disorders Walk.

All the funds raised go to support local families affected by Hemophilia, von Willebrand disease, and Factor II, V, VII, X, or XII deficiencies, with training programs, education, emergency funds, teen programs, and advocacy at the state capitol.

The end of bleeds starts with us.

Please join my team!

Contact me at [[YOUR CONTACT INFO]] to find out how to register or logon to my team page at [[YOUR TEAMPAGE LINK]] and register online right now.

Team Captain

P.S. If you can't join us in person, you can be a member of our team virtually too! Just select "virtual walker" when you register. Or, if you can't do either, please make a donation to show your support.

## **Team roster**

Let's be honest. We lost one of our two offspring in a grocery store once, so keeping track of five, ten, twenty, or more team members can be a challenge.

On the next page we have a roster-tracker to make your life easier. Take five minutes to print the roster out and jot down all your members' info. Trust us, you'll thank us later.

More than that, we added some key notifications you'll want to check off when you've connected with each team member.

Whether you contact your team members in person, on the phone, text, or email, **it's important for you to stay in touch so they feel valued and like they belong.**

The minimum basic team communications you'll have with each team member are:

- **Welcome to the team!** Warmly welcome each member to the team within 24 hours of registering. Remind them of the important impact they'll have.
- **Congrats on hitting your fundraising goal.** Once your team member hits their fundraising goal, be sure to congratulate them personally, recognize them publicly for their achievement to both your team and the mission, and encourage them to increase their goal and keep fundraising!
- **How can I help you hit your fundraising goal?** Make at least one, if not two, or three calls to support team members that haven't yet hit their fundraising goal. Coach them with any one of the fundraising tools we've made available to you.
- **Event day logistics and excitement.** 72 to 48 hours before your event, you'll want to get your team excited about their event day experience and give them instructions where and when to meet
- **Thank you for being a valuable member of our team!** You'll thank each member for being part of your team with every contact, but be sure to send a special post-event thank you. Maybe include a team photo. Be sure to thank your team members for their valuable contribution and remind them of the good work you've helped to fund.

