Team Captain Guide
Sunday, May 3, 2020

walk.wellnesshouse.org
Welcome Team Captain!

Thank you for signing up to lead a fundraising team for the 2020 Walk for Wellness House. I am excited to welcome you as a participant in this year’s event as, together, we raise funds to support Wellness House programs and the patients and families we impact.

As you know, Wellness House helps people with cancer live their best life, emotionally and physically. Because of you and your team’s fundraising efforts, all our programs are provided at no cost to participants. Funds raised at the Walk cover about 20% of our annual operating expenses. We truly could not do it without you.

THANK YOU!

As a team captain, you are an essential component to the success of this event. Last year, we had 149 teams participate in the walk. Those who participated on a team in 2019 raised more than two times those who were not registered on a team. That is a big difference! This is largely due to the commitment you have made as a team captain to encourage and motivate your team.

In this guide, you will find everything you need to know about leading your team. You can find additional resources on walk.wellnesshouse.org. As your fundraising progresses, I will send you updates on your team’s totals, fundraising tips, and Wellness House stats and I encourage you to share those with your team members to spur them on.

I want your team to be successful and will do whatever I can to help. Please let me know if there is anything I can do to support you.

Thank you, again, for all you do for Wellness House! We are so grateful.

Liza Larsen
Manager of Special Events & Annual Giving
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walk.wellnesshouse.org
Event Details

Date: Sunday, May 3, 2020

Location: Wellness House (131 N. County Line Rd, Hinsdale IL)

Schedule of Events:
7:00a.m. On site registration/donation drop off/T-shirt pick-up begins
8:00a.m. Program and Line Up
8:30a.m. 5K Runners Start/3K Walkers to follow
10:00 a.m. Event ends

Registration information:
Registration Fee: $30 per person ($35 for timed run)

In celebration of the 30th anniversary of Wellness House this year, we have made a few changes to maximize the impact of this very special event. This year the registration fee is $30 for ALL participants ($35 for the timed runners). This allows more of the registration fee to support Wellness House programs and services for people impacted by cancer, always provided at no cost.

Create a team with your family, friends and/or coworkers. Choose between a 5K run or 3K walk. The event begins with a community celebration that includes entertainment, kids’ activities, and refreshments. All registrants received a long-sleeved event t-shirt.

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Why We Walk

We walk to support Wellness House, of course! We would love to hear your team story and why you have chosen to participate in the event. You can send us your story/photo at walk@wellnesshouse.org. We may share your story on our Why We Walk page or our Facebook page!

In addition to sharing your personal story, it is important to share the impact and reach of Wellness House programs. Wellness House serves participants at our location in Hinsdale and at more than thirteen partner locations in metro Chicago.

2018 Wellness House Statistics

<table>
<thead>
<tr>
<th>37,700</th>
<th>Total number of visits to Wellness House in fiscal year 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>Increase in visits to child and family programs</td>
</tr>
<tr>
<td>18,912</td>
<td>Visits to exercise and nutrition programs</td>
</tr>
<tr>
<td>400+</td>
<td>Programs offered each month</td>
</tr>
<tr>
<td>85%</td>
<td>Participants reported moderate to large increase in sense of well-being</td>
</tr>
<tr>
<td>81%</td>
<td>Participants report a moderate to large increase in coping skills</td>
</tr>
<tr>
<td>425</td>
<td>Number of oncologists and surgeons that Wellness House serves</td>
</tr>
<tr>
<td>Within the last 5 years:</td>
<td></td>
</tr>
<tr>
<td>52%</td>
<td>Increase in total visits to per year</td>
</tr>
<tr>
<td>57%</td>
<td>Increase in people visiting for the first time</td>
</tr>
<tr>
<td>50%</td>
<td>Increase in total number of people who visiting in the last year</td>
</tr>
</tbody>
</table>

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Getting Started

Here are some quick tips to get you started. You’ll find detailed, technical instructions on how to use your Participant Center on the following pages.

1. **Personalize your team page and individual page in your Participant Center.** Share why you are participating. Add a picture. *Those who personalized their fundraising page raise 350% more than those who do not*—yes, you read that right!

2. **Set a team goal.** We recommend multiplying the number of anticipated team members by $250 as a starting point. You can always change this number. Once you reach it, increase it. Setting a goal provides guidance for your team. It’s good to have a target to aim for!

3. **Recruit team members.** Send an email to friends, family and co-workers and invite them to join your team. You can use the email template in your participant center, or simply include the link to your team page when sending an email. Social media is a great way to recruit team members, too! *In honor of our 30th anniversary this year, we are throwing in an extra incentive for Teams who have more than 30 members. Let it be you!* 

4. **Lead by example—donate!** Before you ask others to make a donation, go ahead and make one yourself.

5. **Fundraise.** Start your personal fundraising efforts by sending emails, posting on social media, planning events...whatever works! Show your team that you are committed to supporting Wellness House by making a personal donation, and asking others to donate.

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Fundraising Tips

**Develop A Prospect List.** Create a prospect list of all of your friends, neighbors, co-workers, business vendors, local companies that you do business with, Facebook friends, etc. Your holiday card list is a good place to start!

**Share Your Story.** People will be motivated by your story. Take a moment to write down why Wellness House is important to you. You may be a cancer survivor or caregiver. You may be walking in honor or in memory of a loved one.

**Don't Be Afraid To Ask.** The number one rule of fundraising: you need to ask. Supporting Wellness House is a good thing—be proud of your efforts to support those affected by cancer. Remember, you are participating and fundraising so that those impacted by cancer can access the wealth of programming that Wellness House provides—at no cost to them.

**Ask Again.** Inboxes get full. People have the best of intentions to donate, and then forget. Send an email to update people of your progress and remind them to give if they haven't given yet.

**Get Social!** Use social media to spread the word far and wide. Just copy the URL to your team page and post away on Facebook, Twitter, Instagram, and don’t forget LinkedIn for all of your business contacts! Post passionately, and often. And if social media isn’t your thing, host a party or get-together and ask people to bring their wallets or checkbooks for Wellness House!!

**Get Your Employer Involved.** Ask your employer if you can host a "casual day" at your office. Everyone donates a certain amount to be able to "dress down" for the day. Another office activity is to host a bag lunch and ask everyone to bring their own lunch and donate what they would have spent had they gone out to lunch.
Team Captain Best Practices

- Make a personal donation
- Set a team fundraising goal
- Ask team members to fundraise—and lead by example!
- Thank your team members and donors. There are templates in your Participant Center.
- Celebrate your team’s successes
- Personalize your personal fundraising page and team fundraising page in your Participant Center. People want to know why you support Wellness House. Tell your story and post a picture. See samples in following pages.
- If you reach your team goal, increase it. People will visit your team page, see you’ve reached your goal, and decide not to give. The more funds raised, the more people Wellness House can serve!
- Keep your team informed of fundraising incentives and competitions as well as any event details.
- Get team t-shirts, hats or something else.
- Send weekly updates to your team. You will receive weekly updates from Wellness House. You can forward to your team members or create your own.

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Team Captain Best Practices

- Plan an event. This can be an event to kickoff your team fundraising and/or an event used to raise funds. (Restaurant percent night, garage sale, trivia night, bar party, etc.)
- Remind your donors to submit for matching gifts if their employer has a matching program.
- Use the Participant Center. Here you can personalize your page and your team page. You can send emails to team members and monitor team progress. You can customize your team URL (page link) to make it easier for people to find you. If you need help navigating the Participant Center, you can view this guide or watch this video.
- Check out the Fundraising Tips page on our site. You’ll find lots of resources here.
- Use prizes to motivate your team members. We have team and individual fundraising prizes (info in this packet). We will also have special competitions taking place leading up to the event. You can do a competition within your team—a prize to the person who raises the most.
- Make a plan for event day. Many teams designate a meeting spot for the morning, and they will do brunch/lunch afterward.
- Remember why you walk. Everyone who participates in the Walk for Wellness House does so with a purpose. Maybe you are supporting a loved one with cancer, honoring someone who has passed, or celebrating being in remission. Take time to remember why you walk and remind others. This is what motivates people to donate/join your team.
- Have fun!

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Team Fundraising Prizes

Raise $2,500 as a team by **April 1** and your team will have a sign along the route with a photo and team name.

Raise $5,000 as a team by **April 1** and your team will have a private 10x10 tent at the Walk.

Raise $10,000 as a team by **April 1** and you will receive custom team t-shirts (limit 30).

*Prizes are cumulative*—so a $10,000 team will receive all three prizes! *Sponsorship dollars do not count toward these incentives.*

*Due to printing and ordering deadlines, all incentives must be reached by 4/1/2020.*
FAB FIVE

Our family has been supported by Wellness House in many ways - and we want to give back! Erin Blader (Tim’s wife and Timmy and Marty’s mother) attended Wellness House after her diagnosis and the boys continued to find support after she passed in 2013. Matt Gavin (Kate’s husband and Clare’s father) passed in 2013 soon after his diagnosis and Kate found support in her group at Wellness.

Now the five of us are a family (Tim and Kate married in July) and are Walking for Wellness House!

Please read more about Wellness House below and you’ll see why our “team” (The Fab Five!) knows it as a very special place. :)

Getting a cancer diagnosis can be stressful for the patient, their family, and friends. They just want to feel better — and that may be its own challenge.

That’s where Wellness House can help. They’re here to meet those needs — to listen, teach, guide, and empower. They take a psychosocial approach to healing, accounting for all aspects that impact

NONNIES WARRIORS

Welcome to The Nonnies Warriors Team Page!

I was with her when she got the news. My optimistic mother never let anything slow her down, not even lung cancer.

Fortunately, when it comes to living with cancer, Wellness House is there. A warm, friendly home in a neighborhood where you find caring people with expertise and eagerness to help - so you feel less alone, more informed, and more empowered to take on the challenge of facing cancer.

With support groups, exercise and nutrition classes, social events, and much, much more, Wellness House is designed to give back the strength, community, and control that cancer can take away. Since you can’t put a price on these things, they don’t either - there’s absolutely no charge for all of the programs and services that they offer.

Please join Nonnie's Warriors by MAKING A DONATION AND/OR WALKING PROUDLY BESIDE ME TO HONOR "NONNIE".

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Thank you!

Team Captains are critical to the success of the Walk for Wellness House...and the success of this event means we can serve more people affected by cancer. Thank you!

As the event gets closer, you will receive weekly team updates from Wellness House staff. This will include updates on your team’s progress, tips, and event details to share with your team. Keep an eye on your inbox!

Here are links to some resources to help you and your team members. These can all be found on walk.wellnesshouse.org

- Fundraising Tips
- Corporate Fundraising Ideas
- How to Build Your Team
- Participant Center Guide (how to customize your fundraising page, send out emails etc)
- Sample Solicitation Email
- Offline Donation Form
- Family Fundraising Tips

Need help? Have questions? Please contact us at walk@wellnesshouse.org or 630-654-5112. We are here to help!

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