



for Spina Bifida

**IMPLEMENTATION
GUIDE 2010**

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WELCOME TO WALK-N-ROLL FOR SPINA BIFIDA!

You're part of a nationwide effort that mobilizes communities to raise funds to support the mission of the Spina Bifida Association. Walk-N-Roll for Spina Bifida is fun, challenging and meaningful for everyone involved. Your Chapter can learn from this event and benefit greatly. Read, learn and enjoy!

Tips for Using This Guide

The Spina Bifida Association has compiled this guide as a tool for Chapters to use when implementing the Walk-N-Roll for Spina Bifida. The guide is written for Walk Organizers, Chapter Staff, or Chapter Board Members. The guide points out best-practice recommendations and gives detailed information on the team concept in fundraising.

- The guide is not a rulebook. Rather, it captures the experiences and knowledge accumulated by Walk managers over the past decade. As such, it is recommended reading for those interested in using Walks to raise funds, awareness, and friends for Spina Bifida.
- Don't try to get through all the material at once. Scan it quickly to familiarize yourself with it, and then refer back to specific sections and documents as you enter each stage of event implementation.

What is Walk-N-Roll for Spina Bifida?

What: A non-competitive Walk implemented to raise funds to support the programs and services of the SBA and its Chapters. The event itself is a celebration of the accomplishments of the more than 166, 000 Americans living with Spina Bifida.

Who: Focused recruitment of teams made up of people with Spina Bifida, their families and friends, as well as teams from corporations, other organizations (i.e. schools, service clubs) and individuals

How: Invite family, friends, co-workers, and corporations to participate by walking together as team or individual participation, corporate sponsorship, volunteering.

Why: To provide the funds necessary for the SBA and its Chapters to provide programs and services in support of all who are affected by Spina Bifida

Why Walk-N-Roll for Spina Bifida?

- Increases awareness
- Promotes good health
- Is economical (costs should run less than 10% of budget)
- Has potential to raise BIG dollars
- Has huge GROWTH potential
- It works, it's easy to implement and it's fun!

How Can Your Chapter Benefit from the Walk-n-Roll for Spina Bifida?

- Raise the funds necessary to deliver the mission
- Serve as an entry point significantly for people into your organization
- Increase your database
- Identify new volunteers at all levels, including new Chapter leadership
- Develop relationships with corporations
- Identify potential major donors
- Increase participation in other Chapter events and activities

WALK-N-ROLL FOR SPINA BIFIDA PLANNING

Best Practices Walk-n-Roll for Spina Bifida

1. Chairperson and Committee Structure

- Overall event Chairperson is the lead volunteer/staff's partner, and should be someone with many contacts in and out of the Spina Bifida community. He or she should be willing to lead by example; and should aim to have the top fundraising team and be the top fundraising walker
- Your goal is to recruit a high-level Corporate Chairperson to solicit other companies for sponsorship and team participation. His or her company should lead by example.
- Lead volunteer/staff and Chairperson should focus on fundraising and allow others to focus on logistics
- The Chairperson should assist in recruitment of Committee Chairs to focus Non-Corporate Teams, Logistics, Communications/ Media

2. Walker income represents no less than 70% of gross revenue

- Raising funds is focus of Walk; awareness is a byproduct.
- Hold an event kick off to motivate top walkers and Team Captains.
- No registration fee; walkers raise a minimum of \$100 to earn a Walk-n-Roll T-shirt.
- Promote registration and fundraising through an online fundraising program.
- Incentivize early turn in of donations so that most money is received prior to Walk day.

3. Sponsorship income represents no more than 30% of gross revenue

- Adopt SBA's recommendations for sponsorship with escalating pricing and benefits.
- Renew and upgrade existing sponsors.
- Conduct face to face solicitation of sponsors at top levels.
- Recruit walk teams from participating sponsors.
- Require exhibitors and others who benefit from exposure at your event to make a monetary commitment to Walk at an appropriate level.

4. Other best practices

- Evaluate the previous year's Walk.
- Recruit volunteers and provide detailed instructions on their volunteer responsibilities prior to Walk day; have a volunteer check-in with one point person responsible for directing volunteers.
- Keep program on Walk day to a minimum but include a passionate speaker.
- Incorporate passion-building activities in the event, such as a message board, "Walking for" stickers, etc.

Sample 4 Month Timeline

Due By	Planning Activity	Responsible	Notes
4 months	Start Walk Planning		
5/27/09	Evaluate previous Walk		Determine which walkers and Team Captains did not return; compare dollars raised online, offline, through sponsors, number of walkers, number of teams; what was your walker average (total dollars raised by walkers/# of walkers); how did people learn about your event; what feedback did you receive about the event?
5/28/09	Create master timeline		
5/31/09	Develop Walk budget		
5/31/09	Research Walk date and venue		Avoid other Spina Bifida groups and large community events; not necessary to avoid all other Walks
5/31/09	Localize "partnership opportunities" (sponsorship) package		
6/6/09	Recruit Event Chairperson		
6/13/09	Recruit Corporate Committee Chairperson		
6/15/09	Localize media partnership package		
6/15/09	Secure Walk kick-off location and date		
6/15/09	Develop invitation list for Walk kick-off		Include current and potential top walkers, top Team Captains, top donors, sponsors
6/15/09	Finalize Walk date and venue		
6/15/09	Re-solicit previous sponsors		Have face-to-face meetings with larger sponsors
6/15/09	Develop list of potential sponsors and corporate teams		Review list of participants for corporate connections, board, committee, staff connections, and vendors of Chapter.
6/15/09	Set up online fundraising website		
6/15/09	Localize brochure and poster		
6/15/09	Develop call list for Walk kick-off		Make personal calls to the "cream of the crop" of

Due By	Planning Activity	Responsible	Notes
			your invite list. Split up among board, committee, etc.
6/16/09	Promote online website to committee, board, previous participants to build base of teams, walkers and donors before "blasting" to potential participants		
6/18/09	Email invitation to Walk kick-off		
6/20/09	Recruit Family Teams Chairperson		
6/28/09	Recruit PR & Media Chairperson		
6/28/09	Recruit Fun, Festivities & Donations Chairperson		
6/28/09	Recruit Logistics Chairperson		
6/28/09	Recruit Medical Chairperson		
6/28/09	Send sponsorship information		
6/28/09	Promote online website to all potential walkers		
6/28/09	Calls to non-respondents to Walk kick-off		Call people who you want to be sure are in attendance, but who've not yet responded, i.e. top walkers and top Team Captains
7/7/09	Brochure mailing		
7/15/09	Solicit media partners		
7/15/09	Follow up calls to potential sponsors		
7/15/09	1st committee meeting		
7/15/09	Event Kick-off		
7/15/09	Email to lapsed Team Captains and Walkers		
7/31/09	Determine Walker incentives		
7/31/09	Determine Team incentives		
7/31/09	Send donation requests		
7/31/09	2nd committee meeting		Hold conference call since 2nd meeting is taking place just 2 weeks after first meeting.
8/1/09	Determine permits, insurance and security needed		May need security at registration and on route. Secure off duty officers.
8/15/09	Finalize media sponsors		
8/15/09	Follow up calls to potential donors		
8/15/09	Obtain quotes for equipment (tents, tables, chairs, staging, etc.)		
8/15/09	Determine volunteer needs and recruit volunteers		Assign registration, on route, water stops, set

Due By	Planning Activity	Responsible	Notes
			up, clean up, refreshment tent, photographer assistant, etc.
8/15/09	Prepare volunteer job responsibilities		
8/15/09	3rd committee meeting		
9/22/09	Order T-shirts		
9/30/09	Prepare day-of-event schedule		
9/30/09	Determine and order day-of-event signage		
9/30/09	Make tribute stickers, butterflies or other items to evoke passion		
10/30/09	Finalize and order equipment		
10/5/09	Prepare script for day-of-event		
10/8/09	Run registration and fundraising reports for check in		
10/9/09	Event Day		
Ongoing*	Email and mail materials as requested by Team Captains and walkers		
Ongoing*	Thank you for registering email with ideas to build teams and fundraise		
Ongoing*	Fundraising ideas emails		
Ongoing*	Team Captain building emails		
Ongoing*	Contest emails		
Ongoing	Team Captain cultivation calls		Have face-to-face meetings with your top teams/Team Captains
Ongoing	Top walker cultivation calls		Have face-to-face meetings with your top walkers
* Although ongoing, determine a schedule for sending			
10/9/09	Thank you to all participants, share outcome, encourage continued fundraising		
10/17/09	Thank you, evaluation, encourage continue fundraising		
10/24/09	Reminder of incentive cutoff date to all participants		
11/9/09	Evaluation meeting with committee		
12/9/09	Awards Celebration		

Walk-N-Roll for Spina Bifida Income Planning Worksheet

Revenue (Gross Income)

1. Teams/Walkers Income Goal \$ _____

To reach the above goal, we will need the following number of teams at each level:

\$10,000 = _____
\$5,000 = _____
\$2,500 = _____
\$1,000 = _____

Identify potential teams for each level above by reviewing outcomes from previous year.

2. Sponsorship Income Goal \$ _____

To reach the above goal, we will need the following number of sponsors at each level:

\$10,000 = _____
\$5,000 = _____
\$2,500 = _____
\$1,000 = _____
\$500 = _____
\$250 = _____

Identify potential sponsors; rule of thumb is to identify four times the number needed (or four for every one needed). Determine best person to make ask and timeline for asks.

3. Total Gross Income Goal \$ _____

Expenses

Review list on following page of potential expenses and include in budget unless already donated.

1. Participants	\$ _____
2. Equipment	\$ _____
3. Venue	\$ _____
4. Materials	\$ _____
5. Entertainment/Passion	\$ _____
6. Committee	\$ _____
7. Other Items	\$ _____
8. Total Expenses	\$ _____
(Total of lines 1 through 8)	

Net Income Goal

1. Gross Income (Revenue Line 3)	\$ _____
2. Total Expenses (Expenses Line 8)	\$ _____
3. Net Income (Net Income Line 1-Net Income Line 2)	\$ _____

Walk-N-Roll for Spina Bifida Expense List

Committee

Meeting costs
Thank you gifts to the chairperson/members

Materials

Meeting costs Graphic design
Printing - Save the Date cards, brochures, posters
Postage
Signage
Banners

Equipment

Barricades
Chairs
Generator
Helium tank
Portable restrooms
Sound equipment
Staging
Tables
Tents
Traffic cones
Truck rental

Participants

T-shirts
Incentive prizes
Team prizes

Venue

Facility rental
First aid personnel
Insurance
Permits
Security
Security deposits
Traffic control personnel

Entertainment/Passion

Mylar balloons
Disc Jockey/Band
Message board
Sound system
Speaker fees
Tribute speakers

Other

Film and developing
Photographer
Sponsorship plaques
Miscellaneous office supplies
Refreshments for volunteers
T-shirts for volunteers

WALK-N-ROLL FOR SPINA BIFIDA COMMITTEES DEVELOPMENT

Getting the “Right” Chairperson

Event Chair Should Be:

- Passionate about the mission of the Spina Bifida Association
- Dedicated to the success of the event
- Organized and good with follow through
- Assertive leader but good listener
- Not afraid to make asks
- Willing to lead by example

Corporate Chair Should:

- Be a connected, high level executive, preferably in a large company
- Have many contacts and willing to use them
- Be willing to lead by example: sponsorship, walk teams, personal fundraising

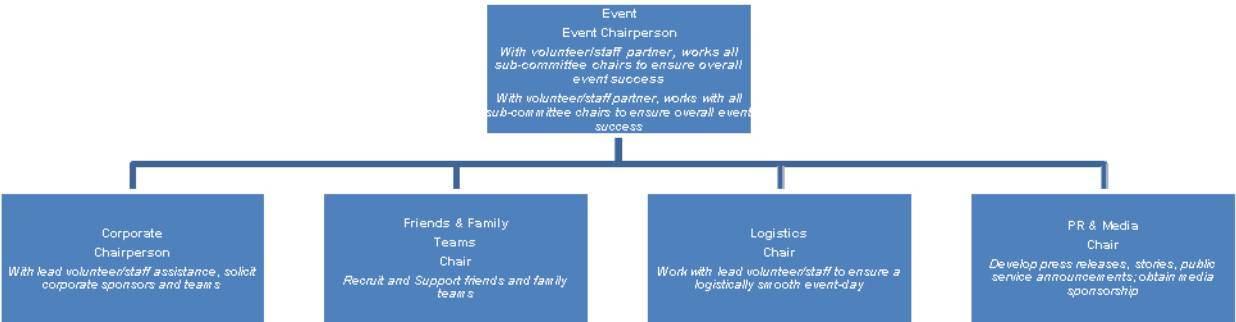
Where can they be found?

- Event Kick-off and Awards Celebration
- Your Chapter database – look for long-term donors and consistent donors
- Event attendees – who attend your seminars, gala, golf outings?
- Walkers – where do they work?
- Up and coming leaders in your community
- Board Members – who do they know personally and professionally; who lives in their neighborhood; who does their company do business with?

A word about Honorary Chairs and Celebrities...

- Honorary chairpersons and celebrities are wonderful additions to your event – adding a “buzz” to your kick off or Walk-N-Roll, but they typically do not attract fundraising walkers. Be sure that their roles are clearly defined to avoid disappointment!

Walk-N-Roll for Spina Bifida Basic Committee Structure



Walk-N-Roll for Spina Bifida—Event Chairperson Job Description

Event Chairperson should:

- Assist in overall planning of the Walk-N-Roll in <insert city>. Solicit sub-committee chairs to focus on Corporate Teams, PR & Media, Logistics and Family & Friends Teams.

Responsibilities:

- Commit to achieving participation and financial goals
- Identify potential sub-committee chairs and sub-committee members
- Ensure that sub-committees are functioning and achieving goals as established in initial planning meetings
- Work with staff partner/lead volunteer to create meeting agendas
- Run committee meetings and keep discussion focused
- Serve as a leader by forming a Walk-N-Roll team and by being a top fundraiser

Walk-N-Roll for Spina Bifida—Corporate Chairperson Job Description

Corporate Chairperson Should:

- Assist in recruitment of area businesses and corporations to serve as sponsors and participants in the Walk-N-Roll for Spina Bifida in <insert city>.

Responsibilities:

- Identify potential sponsors for the Walk-N-Roll; send letters (can be written, prepared and mailed by SBA staff or volunteers) under your signature to potential sponsors; follow up with select potential high-level sponsors.
- Identify potential businesses for team participation in Walk-N-Roll. Letters sent under your signature and select businesses followed up with through personal contact.
- Become a corporate sponsor of the Walk-N-Roll for Spina Bifida.
- Provide corporate participation by ensuring your company has a Walk-N-Roll team.
- Serve as a leader by promoting the Walk-N-Roll for Spina Bifida within your own company and by participating in the Walk-N-Roll for Spina Bifida as a fundraiser.
- Assist in recruitment of next year's Corporate Chairman.

Walk-N-Roll for Spina Bifida—Logistics Chairperson Job Description

Logistics Chairperson Should:

- Assist in overall planning of the Walk-N-Roll for Spina Bifida in <insert city>. Solicit subcommittee members to focus on logistical aspects of the event including in-kind donations, entertainment and day of event atmosphere (decorations).

Responsibilities:

- Identify potential sub-committee members
- Work closely with lead staff/volunteer to plan logistical aspects of the day of event
- Identify one committee member to focus on volunteer recruitment and to serve as the volunteer point-person on Walk day
- Attend committee meetings representing the Logistics sub-committee
- Serve as a leader by forming a Walk team and by being a top fundraiser

Logistical elements of day-of-event

- Site set up
- Route set up
- Signage placement
- Volunteer recruitment
- Check in

Walk-N-Roll for Spina Bifida—PR & Media Chairperson Job Description

PR & Media Chairperson Should:

- Assist in publicity efforts for the Walk-N-Roll for Spina Bifida in <insert city>.
- Solicit sub-committee members to focus on public relations activities that will bring awareness to the event and to Spina Bifida.

Responsibilities:

- Identify potential sub-committee members.
- Develop relationships with local media that will be beneficial to the SBA.
- Solicit media partnerships with radio, television and print media.
- Using templates provided, write press releases regarding Walk-N-Roll for Spina Bifida.
- Develop feature story ideas.
- Pitch stories to media.
- Attend committee meetings representing the PR & Media sub-committee.
- Serve as a leader by forming a Walk-N-Roll for Spina Bifida team and by being a top fundraiser.

Walk-N-Roll for Spina Bifida—Friends & Family Teams Chairperson Job Description

Friend & Families Team Chairperson Should:

- Assist in recruiting of Friends & Family Teams which represent a significant source of income for the Walk-n-Roll for Spina Bifida in <insert city>. Solicit sub-committee members to focus on Friends & Family Team recruitment.

Responsibilities:

- Identify potential sub-committee members.
- Identify potential Friends & Family Team Captains to involve in the Walk-N-Roll for Spina Bifida.
- Make personal asks to captains and share information, provided by the SBA, on registering and building a large team.
- Provide on-going support to Team Captains.
- Attend committee meetings representing the Friends & Family Teams sub-committee.
- Serve as a leader by forming a Walk-N-Roll for Spina Bifida team and by being a top fundraiser.

WALK-N-ROLL FOR SPINA BIFIDA KICK-OFF EVENTS

A Walk-N-Roll for Spina Bifida may elect to do two kick-off events – one to help develop a committee, while the other is held to recruit and motivate team captains. The committee kick-off event is particularly useful for first time events. The second kick-off is an essential element of a successful Walk-N-Roll for Spina Bifida.

Committee Kick-off

- Held five to six months pre-event
- Develop your committee
- Invite individuals who've expressed an interest in helping to plan event as indicated on previous walk's evaluation form
- Invite friends of the Chapter who have contacts within the community
- Invite top Team Captains and walkers from previous year
- Invite event sponsors
- Invite any corporations that have been involved with the Chapter

Event Kick Off

- Held eight weeks pre-event
- Invite previous year's team captains, top walkers, new or potential team captains, board and committee members
- Mine Chapter database for corporate connections
- Educate and motivate team captains as well as to recruit new ones
- Should be a fun, enthusiastic event
- Instill passion in attendees through passionate speaker
- Provide information and collateral materials to current and potential team captains
- Make it fun by utilizing a theme

Kick-off Theme Ideas

Creating a kick-off using a theme can be time intensive and should not deter from your focus on revenue-related activities. Therefore, find a volunteer who is very creative and would enjoy this kind of activity, but who will not let it interfere with his or her fundraising activities.

Possible themes:

- Luau
- Western
- Survivor "Spina Bifida Island"
- Mission Possible
- Mardi Gras
- Sports Theme
- Patriotic
- Fiesta

Sample Invitations for Kick-off Events

Sample One – Committee Kick-off

Hello Mid-Atlantic Region!

The Spina Bifida Association is excited to announce that the Walk-N-Roll for Spina Bifida is rolling into Washington, DC! Please join us October 5, 2009 at Pennsylvania Avenue, N.W. between 13th and 12th St. N.W. - Next to Freedom Plaza for a fun-filled morning, as we build Spina Bifida awareness, promote physical activity and healthy living and raise funds to support the mission of the Spina Bifida Association of the Mid-Atlantic Region!

All the information you need to walk with us is on the Walk-N-Roll for Spina Bifida website – <http://www.walkrolldc.org/faf/home/default.asp?ievent=335692>! You'll find easy-to-follow instructions on how to build a team, fundraise, information about the Spina Bifida Association and how to become more involved in your community.

To kick off our walk season, please join us Saturday, June 13th at our first-ever Walk-N-Roll for Spina Bifida Mid-Atlantic Region Kick-off Meeting! < insert business name> has generously opened their facility to host our Kick-off Meeting. Join us and find out more about the Walk-N-Roll for Spina Bifida, pick up brochures and learn about the Walk-N-Roll Mid-Atlantic Region Committee opportunities.

Walk-N-Roll Mid-Atlantic Region

<insert date of event>

<insert time>

Hosted at < insert business name>

Address

City, ST Zip

RSVP to <insert name> at <insert email address>

We look forward to an incredible first-year Walk-N-Roll for Spina Bifida in the Mid-Atlantic Region and are looking forward to seeing you at the kick-off on June 13!

Sample Two – Event Kick-off

**You and your guests are invited to our
Walk-N-Roll for Spina Bifida Kick-off Breakfast!**

<insert date>

<insert time frame>

TBD

Address

City, State

Please RSVP by email or phone:

<insert email address> or <insert phone number>

The Walk-N-Roll for Spina Bifida in the Mid-Atlantic Region will be held on October 5th. If you haven't done so already, start your team or register as an individual walker at <insert location>. For more information visit <http://www.walkrolldc.org/faf/home/default.asp?ievent=335692>!

Thank you for helping the SBA of the Mid-Atlantic Region provide programs and services to those living with Spina Bifida in the DC, Maryland, and Virginia area!

Sample Committee Kick-off Agenda

- 15 minutes Check in, socializing, refreshments
- 5 minutes **Welcome** – CEO, Chairman of the Board
- Who is the SBA?
 - Why are we raising funds?
 - Why a Walk-N-Roll for Spina Bifida?
- 10 minutes **Walk-N-Roll** – Lead Walk-N-Roll for Spina Bifida staff/volunteer
- Share committee structure
 - Explain Corporate and Family Teams
 - Explain Team Captain, team member and donor
 - Explain \$100 commemorative T-shirt
- 15 minutes **Walk Committee** – Walk Chair
- Share commitment to Walk
 - Share budget and need for sponsors and teams
 - Review Partnership Opportunities (sponsorship)
 - Ask for those present to complete Volunteer Planning Committee Interest Form and for commitment to help
- 10 minutes **Questions**

Sample Event Kick-off Agenda

- 15 minutes Check in, socializing, refreshments
- 5 minutes **Welcome** – CEO, Chairman of the Board
- Who is the SBA?
 - Why are we raising funds?
- 5 minutes **Walk-n-Roll** – Event Chairperson
- His or her reasons for involvement
 - Family teams information
 - His or her personal goal
 - Challenge to other families
- 5 minutes **Involving Your Company** – Corporate Chairman
- Reasons for his or her company's involvement
 - Corporate Sponsorship
 - Importance of corporate teams
 - His or her personal/company goals
 - Challenge to other employers
- 5 minutes **Personal Story** – Passionate, articulate speaker
- 15 minutes **How You Can Help** – Lead walk staff/volunteer
- Explain Team Captain role
 - Explain Team Captain, team member and donor
 - Show features of online fundraising website
 - Explain \$100 commemorative T-shirt
 - Team building and fundraising ideas
 - Ask for commitment
- 10 minutes **Q & A**

Sample Committee Interest Form for Committee Kick-off

Walk-N-Roll for Spina Bifida <Insert location>

VOLUNTEER PLANNING COMMITTEE INTEREST FORM

Name(s) _____

Company Name _____

Home Address _____

City/State/Zip Code _____

E-Mail _____ Cell Phone _____

Home Phone _____ Work Phone _____

I/WE ARE INTERESTED IN THE FOLLOWING AREA(S)

- No Preference – Please place me where I am needed most!**
- Friends & Family Teams** – *Work to identify new Friends & Family Teams*
- Corporate Involvement** – *Work to identify corporate sponsors and Walk Teams*
- PR & Media** – *Assist in media and publicity efforts*
- Donations** - *Assist in identifying and securing in-kind donations, such as refreshments*
- Fun & Festivities** - *Work on securing donated entertainment for the Walk*
- Logistics** – *Assist in day-of-event planning*
- I will be forming a Friends & Family team of fundraising walkers.**
- I will be forming a corporate team of fundraising walkers.**
- I will be forming both – a Friends & Family team and a team at work.**

Please Return Today!

**Name
Address**

Phone:

Fax:

Email:

WALK-N-ROLL FOR SPINA BIFIDA SPONSORSHIP

What is Sponsorship?

Sponsorship is a cash contribution or in-kind donation made directly to the organization in return for access to the commercial potential associated with the event. Sponsorship is not philanthropy, which is the support of a cause without any commercial incentive or return. Sponsorship is a qualitative medium; it promotes a company in association with an event. Sponsorship offers access to a live audience and on-site sampling.

Why Do Companies Sponsor?

By knowing what motivates prospective sponsors, you can better tailor your proposals to them. Some of the primary reasons companies sponsor events are to:

- Increase awareness of the company or a product.
- Identify with a particular lifestyle or reach a narrow market segment.
- Differentiate a product from those of competitors.
- Express commitment to the community or a specific group.
- Entertain key clients (business-to-business marketing).
- Take advantage of merchandising or sampling opportunities.
- Shape or reinforce public perception of a product's attributes.
- Accomplish sales, business and marketing objectives cost effectively.
- Enhance their image and benefit from the positive image of the SBA.
- Improve the bottom line.

What Do Consumers Think?

The 2004 Cone Corporate Citizenship Study, commissioned by Cone, Inc., a Boston-based strategic marketing and communications firm, found that:

- 89% of Americans believe that corporations and non-profits should work together to raise money and awareness for causes. Moreover, after hearing about these partnerships, Americans are more likely to feel better about that organization and support the cause.
- 76% of Americans believe that partnerships result in a more positive image of the non-profit
- 79% are more likely to buy a product that supports the non-profit
- 76% are more likely to tell a friend about the non-profit
- 70% are more likely to donate money to the non-profit

Corporate Sponsorship – Cash (A Sample is Provided)

- A good rule of thumb is to utilize a proposal that has escalating pricing and benefits
- When possible, meet with current and potential sponsors to discuss their marketing goals and desired benefits
- When possible, prepare a customized proposal that focuses on meeting the goals of a company and provides benefits that they desire

Media Sponsorship and In-Kind Donations

- For media, it is important to develop a proposal that outlines the details of what is being requested and the associated benefits to the media outlet
- Provide media sponsors with benefits that are comparable to the fair market value of their donation

- In-kind donors should receive benefits at fair market value when their donation offsets expenses that would be otherwise incurred by the Chapter

Where Can Sponsors Be Found?

Here are a few steps to use when identifying potential sponsors:

- Review connections that Chapter board members, Walk committee members and other active Chapter volunteers have within the corporate arena
- Review where your walkers work; ask for their assistance in approaching their companies for sponsorship
- Identify companies that sponsor other Chapter events. They may be interested in expanding their relationship with the Chapter to include other events, or Walk-N-Roll for Spina Bifida may align better with their overall goals.

Sample Sponsorship Request Letter

Date

Name

Title

Company

Address

City, State Zip

Dear:

On <insert date>, the Spina Bifida Association of <insert geographic area> will be hosting their inaugural/annual Walk-N-Roll for Spina Bifida in <insert city> at <insert venue>. The purpose of the Walk-N-Roll for Spina Bifida is to raise funds to support the mission of the Spina Bifida of <insert geographic area>.

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes of Spina Bifida.

I am asking for your participation by becoming a sponsor of the Walk-N-Roll for Spina Bifida. There are many benefits to becoming a sponsor, all outlined on the enclosed proposal. Sponsorship and associated benefits can also be tailored to meet your needs.

We greatly appreciate your consideration of our request. If you have any questions, please feel free to contact <insert name and title> at <insert contact information>.

Thank you for your consideration.

Sincerely,

Name

Title

Walk-N-Roll for Spina Bifida 2010 Partnership Opportunities

City
Venue
Date

Benefiting
Spina Bifida Association of
<insert geographic area>

The Spina Bifida Association

The Spina Bifida Association (SBA) serves adults and children who live with the challenges of Spina Bifida. Since 1973, SBA has been the only national voluntary health agency solely dedicated to enhancing the lives of those with Spina Bifida and those whose lives are touched by this challenging birth defect. Education, advocacy, research, and service are at the heart of SBA's programs. SBA:

- Provides direct financial support to researchers through its Young Investigators and Tethered Cord Research programs.
- Advocates increased public sector support for an augment in Spina Bifida prevention efforts, further development of the National Spina Bifida Patient Registry, and sustain the National Resource Center on Spina Bifida.
- Translates research findings into medically-sound information and programs for physicians and other health care professionals.
- Heightens public awareness of the prevention and impact of Spina Bifida.
- Supports individuals with Spina Bifida, their families and caregivers.

Through its network of chapters, SBA has a presence in more than 125 communities nationwide and touches thousands of people each year. Lives are changed by the programs SBA has created, the services the organization provides, and the accomplishments of its advocacy efforts.

Spina Bifida

- Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely.
- An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect.
- There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of 8 births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.
- The effects of Spina Bifida are different for every person. Up to 90 percent of children with the worst form of Spina Bifida have hydrocephalus (fluid on the brain) and must have surgery to insert a "shunt" that helps drain the fluid—the shunt stays in place for the lifetime of the person.
- Other conditions include full or partial paralysis, bladder and bowel control difficulties, learning disabilities, depression, latex allergy, and social and sexual issues.
- Because Spina Bifida manifests itself as a number of conditions, it is unlike any other disability. While some conditions are primarily associated with Spina Bifida, others are common to other kinds of disabilities.

Sponsorship Opportunities

Sponsorship Levels and Benefits	Name/logo on promotional materials	Logo on T-shirt	Name/logo on route signage	Exhibit area at walk Site (including tent)	Profile in Chapter Newsletter	Opening remarks from stage	Company logo on stage & start/finish line banners
Presenting Sponsor \$10,000	All	X	4	X	X	X	X
Platinum Sponsor \$5,000	All	X	2	X	X		
Gold Sponsor \$2,500	Select	X	1	X			
Silver Sponsor \$1,000		X	1	Shared Tent			
Vendor \$500				Shared Tent			

Deadlines apply to all print materials.

Sponsorships can be customized to meet your needs.

In kind donations may qualify for sponsorship benefits.

For additional information on this proposal or other opportunities, please contact Name at 555-555-5555 or Name@Spina Bifida.org.

For more details on The Walk-N-Roll for Spina Bifida, visit our website at <insert website>.

PRESENTING SPONSOR \$10,000

Company Pre-Event Visibility

- Company Name or Logo prominently featured on all event promotional materials as
 - “Walk-N-Roll for Spina Bifida in <insert community> Presented by (Company Name)” including:
 - Event website
 - Event brochures (cover)*
 - Event posters*
 - Event banners
 - Press releases
 - Advertisements (indicate media partnership benefits that may apply)
- Company profile in SBA, <insert Chapter Name’s> newsletter.

*Commitment and logo must be received by <insert date>.

Day-of-Event Visibility

- Opportunity to welcome participants from the stage and make opening remarks
- Your company banner displayed on stages
- Your company logo on all official signage including
 - Start/finish line banner
 - T-shirts
 - Special event signage
- Recognition from the podium
- Exhibit area including 8’ table and chairs
- Opportunity for product sampling/material distribution to participants

PLATINUM SPONSOR \$5,000

Company Pre-Event Visibility

- Company Name or Logo included on all event promotional materials including:
 - Event website
 - Event brochures*
 - Event posters*
 - Event banners
 - Press releases
 - Advertisements (indicate media partnership benefits that may apply)
- Company profile in Spina Bifida Association of <insert geographic area> newsletter.
- *Commitment and logo must be received by <insert date>.

Day-of-Event Visibility

- Company Name or Logo included on:
 - Event T-shirts
 - Special event signage
- Recognition from the podium
- Exhibit area including 8' table and chairs
- Opportunity for product sampling/material distribution to participants

GOLD SPONSOR \$2,500

Company Pre-Event Visibility

- Company Name or Logo included on the following event promotional materials:
 - Event website
 - Event brochures*
 - Press releases

*Commitment and logo must be received by <insert date>.

Day-of-Event Visibility

- Company Name or Logo included on:
 - Event T-shirts
 - Special event signage
- Recognition from the podium
- Exhibit area including 8' table and chairs
- Opportunity for product sampling/material distribution to participants

SILVER SPONSOR \$1,000

Company Pre-Event Visibility

- Company Name or Logo included on event website

Day-of-Event Visibility

- Company Name or Logo included on:
 - Event T-shirts
 - Special event signage
- Shared exhibit area including 8' table and chairs
- Opportunity for product sampling/material distribution to participants

EXHIBITOR \$500

Day-of-Event Visibility

- Shared exhibit area including 8' table and chairs
- Opportunity for product sampling/material distribution to participants

Sponsorship Commitment Form

DONOR/COMPANY NAME:

(as you would prefer to be listed) _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL

ADDRESS: _____

PHONE: _____

FAX: _____

SPONSORSHIP LEVEL

- Presenting (\$10,000)
- Platinum (\$5,000)
- Gold (\$2,500)
- Silver (\$1,000)
- Exhibitor (\$500)
- In-Kind Donation (please list donation and value)

Printing deadlines vary. Donors will be recognized and acknowledged accordingly.

Please send this form with payment to:

Walk-N-Roll for Spina Bifida

Address

City, State Zip

Phone: <insert phone number>

Email: <insert email address>

METHOD OF PAYMENT

- Check/Money Order Enclosed
- Visa | MasterCard | AmEx | Discover

Card #: _____

Expiration Date: _____

Walk-N-Roll for Spina Bifida 2010 Media Sponsorship Opportunities

City
Venue
Date

Benefiting
Spina Bifida Association of
<insert geographic area>

Spina Bifida Association Commitment

Pre-Event Visibility

- <insert channel/station information> logo prominently featured on event promotion materials, including:
 - Event website, <insert even website>
 - Event advertisements
- Opportunity for on air personality to be featured in public service announcement

Day-of-Event Visibility

- Opportunity for on air personality to serve as emcee
- <insert channel/station information> logo placed on Walk-N-Roll for Spina Bifida T-shirts
- Exhibit area including table and two chairs
- Opportunity for product distribution/promotion to participants
- <insert channel/station information> featured on special event signage
- <insert channel/station information> logo featured on one route sign along walk route
- <insert channel/station information> banner prominently displayed (<insert channel/station information> supplies banner)

Post Event Visibility

- <insert channel/station information> logo inclusion on:
 - Press releases
 - Newsletter feature story
 - Website wrap-up story

<insert channel/station information> Commitment

Pre Event Promotion

- Walker profile or health segment
- Airing of prepared PSA between date and date
 - Air dates and times to be negotiated
- Event listed on <insert channel/station information> website and featured link
- Formation of team to participate in Walk-N-Roll for Spina Bifida

Day-of- Event Responsibilities

- On-air personality to appear at Walk-N-Roll for Spina Bifida event on <insert date>
- Event coverage

Media Sponsorship Commitment Form

DONOR/COMPANY NAME:

(as you would prefer to be listed) _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL

ADDRESS: _____

PHONE: _____

FAX: _____

Sample Donation Request Letter

Date

Name

Title

Company

Address

City, State Zip

Dear:

On <insert date>, the Spina Bifida Association of <insert geographic area> will be hosting their inaugural/annual Walk-N-Roll for Spina Bifida in <insert city> at <insert venue>. The purpose of the Walk-N-Roll for Spina Bifida is to raise funds to support the mission of the Spina Bifida Association.

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes and cure for Spina Bifida.

I am asking for your participation by donating <specify item and amount> for our event. We will acknowledge your donation through signage at our event; and depending upon the fair market value of your donation, sponsorship benefits may apply.

We greatly appreciate your consideration of our request. If you have any questions, please feel free to contact <insert name and title> at <insert contact information>.

Thank you for your consideration.

Sincerely,

Name

Title

Sample Donor Confirmation Form

DONOR/COMPANY NAME:

(as you would prefer to be listed) _____

CONTACT NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

EMAIL

ADDRESS: _____

PHONE: _____

FAX: _____

IN KIND DONATION DETAILS

I/We will donate the following product or services:

The fair market value of this donation is:

\$ _____

Printing deadlines vary. Donors will be recognized and acknowledged accordingly.

Please send this form with payment to:

Walk-N-Roll for Spina Bifida

Address

City, State Zip

Phone: <insert phone number>

Email: <insert email address>

WALK-N-ROLL FOR SPINA BIFIDA WALKER/TEAM CAPTAIN RECRUITMENT

Recruitment focus should be on teams as they have the greatest growth potential. In addition, team walkers typically raise more money than individuals.

Walk-n-Roll for Spina Bifida participants are usually connected to Spina Bifida in some way and therefore, energy should be spent on finding these individuals rather than focusing on a mass distribution or recruitment effort.

Where to Find Teams

- Email blasts to entire Chapter database – see sample recruitment emails
- Previous year's Team Captains and individual walkers
- Lapsed Team Captains and individual participants – call or send a special note to recruit them back
- Top Walkers
- Board and Walk Committee members
- Support Group leaders
- Physicians and other related health care professionals
- Chapter vendors
- Sponsors and participants in other events
- Chapter database: identify those with corporate connection

Sample Team Captain/Walker Recruitment Emails

Sample One

The Spina Bifida Association of <insert geographic area> is excited to announce that the Walk-N-Roll for Spina Bifida is rolling into <insert city> on <insert date>! Please join us at <insert venue> for a fun-filled morning as we build awareness of Spina Bifida and raise funds to provide services to the <insert number> people living with Spina Bifida in <insert geographic area>!

All the information you need to walk with us is on the Walk-N-Roll for Spina Bifida website – <insert website>! You'll find easy-to-follow instructions on how to build a team, fundraise, learn more about the Spina Bifida Association and the SBA of <insert geographic area>, and how to become more involved.

Can't be there in person? Form a "virtual team" and join us in spirit! You can still raise funds and receive all of the benefits of a participant.

Join us! We look forward to an incredible Walk-N-Roll for Spina Bifida in <insert city>!

Sample Two

Join us at our Walk-N-Roll for Spina Bifida in <insert city> on <insert date>! Help us raise funds to support the Spina Bifida Association - the premiere national voluntary health organization committed to preventing Spina Bifida and to enhance the lives of all affected the through patient services, education, advocacy and support.

Signing up and making a difference in the lives of those with Spina Bifida is easy as 1, 2, 3!

- Go to <insert website> and register to walk. Start a team, join a team or sign up as an individual walker. Then personalize your webpage - tell others why you are walking!
- Invite others to join your team. Send an email through Kintera, your personal email provider, or ask in person.
- Ask everyone you know to donate to your efforts! Email templates will help you or you can copy and paste the link to your personal fundraising website into an email from your personal email provider.

Sample Three

Help us Reach our Goal of <insert goal!

First Annual Walk-N-Roll for Spina Bifida

<insert date>

<insert location/address>

The Walk-N-Roll for Spina Bifida in <insert city> is <insert date> at <insert address/location> in <insert city>! Will you help us reach our fundraising goal of <insert goal>? Visit <insert website> to register and for tips on fundraising.

Have You Registered Yet? It's simple:

Step 1 - Log On

Log onto <insert website>

Step 2 - Register

Click on the "Register Here" tab in the center of the page.

Step 3 - Decide How You'll be Walking

Choose one of three registration options: Start a Team, Join a Team, or Join as an Individual.

Step 4 - Make Your Commitment

What is your fundraising goal?

Challenge yourself and remember your reason for committing to the Walk-N-Roll for Spina Bifida.

Step 5 - Personal Fundraising Pages

You can raise more money with less effort by setting up a personal webpage and sending it to your friends and family. We've made the "setting-up" process simple for you; all you have to do is follow the simple instructions that pop-up during the Registration Form process-it will take you less than 10 minutes! You can personalize your webpage with your story, photos and why you support the Spina Bifida Association. From here, you can send fundraising emails to everyone in your email address book, track donations and send thank you notes. Team Captains can manage their own fundraising campaigns, as well as educate, recruit and motivate their team members.

Why are you walking? Register today and tell us on your personal webpage!

Walk with us!

Sample Four

Please help the Spina Bifida Association provide patient services, support and education to those living with Spina Bifida in <insert geographical area>! You can do so by participating in our inaugural Walk-N-Roll for Spina Bifida on <insert date> at <insert address/location>. **If you are unable to physically be at the Walk-N-Roll for Spina Bifida, please join us as a Virtual Walker.** You can still form a team, raise funds, and help the SBA to provide services to the more than <insert number> people who live with Spina Bifida in the <insert geographical area>.

To register, go to <insert website> (save the link under your favorites for easy future access), and click on **Register Here**

1. Register as an individual, join a team or start a team.
2. Complete the registration form.
3. Choose a username and password.
4. Log in to your headquarters.
5. Once you log in, you can customize your own web page.

- a. Click the “My Webpage” tab
 - b. Select an image or upload your own
 - c. Edit your text, if you’d like.
 - d. **Be sure to include your personal story!**
6. Send email to family and friends to raise funds!
- a. Click the “Email” tab
 - b. Enter your contacts’ names and email addresses
 - c. Use our templates or create your own

Thank you for supporting the <insert number> people living with Spina Bifida in the <insert geographical area>!

Walker and Team Incentives

Most walkers are participating because of their connection to Spina Bifida and do not need incentives beyond those they receive knowing that their efforts will assist the Chapter in delivering its mission. However, incentives can provide enticement for walkers and Team Captains to reach a level of fundraising that they had not believed possible. A word of caution – be prepared to offer the same or better incentives in future years, so be sure to establish levels that are not too low. It is also important to clearly communicate that walker incentives are for individual, not team, efforts!

Walker Incentives

- T-shirt – this should be provided to each individual who raises \$100 or more. This should not be based on how much a team or team captain raises, but is strictly based on how much an individual has raised. Be clear in your messaging that walkers are raising donations and that those who raise \$100 or more will receive a Walk-N-Roll for Spina Bifida T-shirt in recognition of their efforts. The T-shirt does not “cost” \$100!
- Other Incentives – many events provide incentives for those who raise \$250, \$500, \$1,000 or more. Do not go below \$250 as your next incentive level or you will be spending too much on prizes in future Walks.
- Incentives for those raising \$250 or more can be caps, sweatshirts, windbreakers, etc. The value should escalate as the amount being rewarded increases.

Top Walker Clubs

Many Walks find creative ways to reward their top fundraisers by creating a “club” that they are automatically enrolled in based on the amount raised by a specific date. Walker Clubs are used to provide incentive and thank walkers for top performance. Some suggestions and ideas:

- New Clubs should start out no lower than \$500
- Membership in these clubs usually allows members to receive special benefits such as a T-shirt that signifies their membership in this “club”, a sign at the event or along the Walk-N-Roll for Spina Bifida route, special Check In area, special parking, or a VIP tent with “better” snacks
- Companies can develop Top Walker Clubs that include incentives such as a day off with pay, premiere parking spot for one month, special recognition from the CEO, etc.

Team Incentives

- Team signs and/or team tents are very attractive incentives as they provide an identity and place where the team can gather.

- Levels should be appropriate based on the goal of the event, but tents should be a minimum of \$2,500, and in many cases \$5,000, based on the number of teams capable of reaching these milestones.

MANAGING WALK-N-ROLL FOR SPINA BIFIDA TEAMS

Teams are integral to the success of your event; a majority of walker revenue should come from teams and team walkers typically raise more money than individual walkers. Once recruited, those with the most potential should be met with to do goal-setting and to share ideas.

Goal Setting with Team Captains

Face-to-face goal setting meetings should be held with each high performing or high potential team captain. If you are unable to meet with a team captain, attempt to accomplish a goal setting meeting on the telephone or, as a last resort, via email. The following can be used as a guide for the meeting to encourage the Team Captain to think about all their potential team members.

Team Captain Goal Setting

1. Amount raised previous year _____
2. Review list of previous year's team members and identify:
 - a. Who could start a sub-team of your team or their own team
 - b. Which team members were most effective and how did they raise their funds
 - c. Who is likely to return
 - d. Who will accept challenge to become top fundraisers
3. My employer or my spouse's employer:
 - a. Will they provide a corporate donation
 - b. Will the company or CEO match my efforts or those of my team
4. Who do I know who I can ask to be new team members?
 - a. Friends
 - b. Family
 - c. Colleagues/Co-workers (past and present)
 - d. Friends, family and colleagues who could be virtual walkers
 - e. People in other groups or organizations I belong to
 - f. My personal "vendors"

Personal goal for this year's Walk-N-Roll for Spina Bifida _____

Team goal for this year's Walk-N-Roll for Spina Bifida _____

Communication with Team Captains

Continual communication with Team Captains is essential to their success. Because our team captains tend to be competitive and passionate people, having contests among teams can be very motivating. Contests can be included in the following emails and can be held for number of team members recruited within a given time frame, amount of money raised within a given time frame, etc.

Suggestions for Team Captain Communications:

- Mail a welcome letter along with a **Team Captain Guide, posters and brochures**
- Thank you and steps to being a successful team captain with **Team Captain Guide** as attachment
- Share list of previous year's team members with dollars raised
- Sample team member recruitment email
- Team Captain Cheat Sheet
- Fundraising Ideas
- Team progress report and highlights from successful teams
- Include a report that shows the number of walkers recruited and dollars raised so that Team Captains can see how their performance compares to others
- Use samples below, which contain instructions for Kintera, but can be easily modified

Sample Communications

Sample One

Thank you for starting a team for our inaugural Walk-N-Roll for Spina Bifida in the <insert geographical area> on <insert date>! You've taken the first step toward helping the Spina Bifida Association continue their research, education, advocacy and patient services which will help the <insert number> people living in <insert geographical area> area living with Spina Bifida.

If you would like to receive brochures and posters to help you recruit team members, just let me know how many of each you would like to receive and where I should send them.

Below are four steps that will help you to be a successful Team Captain! Please let me know if I can be of any assistance.

Thank you again for your support of our Walk-N-Roll for Spina Bifida!

Four Steps to Success

Step 1 - 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 the donations they collect will support the programs, services and research of the Spina Bifida Association!

Step 2 – Recruit 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 register online or by completing and mailing in an Event Registration Form found in the Walk brochure (photocopies accepted).

Step 3 – Communicate

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

Step 4 – Fundraise

Share fundraising ideas from your Team Captain Guide with each of your team members. Encourage all team members to utilize the online fundraising at their disposal. With your help, SBA will continue to lead the fight against Spina Bifida!

Sample Two

Thank you again for agreeing to serve as a Team Captain for our inaugural Walk-N-Roll for Spina Bifida in the <insert geographical area> on <insert date>! The importance of your job can't be underestimated as we strive to raise funds to provide research, education, advocacy and services which will help the <insert number> people living with Spina Bifida in the <insert geographical area>.

You've taken the first step by forming a team. The next step is to recruit as many team members as you can - ask family, friends, co-workers, neighbors, people who belong to social organizations with you, church or temple friends, etc. Below is an email that you can personalize and send out inviting everyone you know to join your team. I also have brochures that I can send to you if you have team members who prefer not to register via the website.

Thank you again for forming a team for our inaugural Walk-N-Roll for Spina Bifida in the <insert geographical area>! Please let me know how I can be of assistance to you as you build your team!

Sample Team Member Recruitment Email/Letter

Dear <insert name>:

For those I love, I will be walking in this year's Walk-N-Roll for Spina Bifida on <insert date> at <insert address/location>. I am creating a team and hope that you will be a part of it!

<Insert a paragraph explaining why the Walk-N-Roll for Spina Bifida is important to you; your connection to Spina Bifida.>

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people living with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes of Spina Bifida.

I do hope you'll join me and help me to reach my fundraising goal! By clicking on the link below, you will be taken to my web page where you can click on "join my team" and register online! <insert personal or team webpage here>

Thanks so much for your support!

Sample Three

Hello Team Captains! Below you'll find a "cheat sheet" to help you view your team's progress, invite others to join your team, and help with fundraising. While these online tools will help you to be successful, there's nothing more important than making your "asks" personal – whether you're asking someone to join your team or asking someone to donate to your efforts. Remember to share why the Walk-n-Roll is important to you!

To View Your Team's Progress

1. Go to your Walk-N-Roll for Spina website
2. Click on the link under Team Rank that says >>more
3. Here you can see how your team ranks among all teams

To Have Someone Join Your Team

1. Give them your Walk-N-Roll for Spina Bifida website and the following instructions
2. Click on the link under Team Rank that says >>more **to bring up all registered teams** (with team captains) in alphabetical order.
3. Click on **the team you want to join**
 - a. To Join the team click "**Join our Team**"
 - b. Read the waiver/agreement. If you agree, select "**I agree.**"
 - c. Fill out the registration form. All information with an **asterisk (*) is REQUIRED.**
 - d. **Congratulations you are registered!** Print your confirmation page and click "continue."
 - e. You are now at your Walk-N-Roll for Spina Bifida fundraising page. You may edit as you see fit.

To Have Someone Donate to You

1. Give them a link to your personal fundraising page OR the Walk website address and the following instructions.
2. Click on the button that says **Sponsor a Participant**
3. In the box they will enter your **first name and last name and click search.**
4. **Your name will appear** as a link.
5. **Click on the walker's name** to open her/his donation page.
6. In the space provided enter the donation amount.
7. Follow instruction and fill out the registration form. **All information marked with an asterisk (*) is REQUIRED.**

For those who wish not to donate online, follow steps 1-5 above and scroll down the page, and you will see "**If you are unable to donate online, please print out a donation form.**"

To Send Emails to Family and Friends Asking Them to Join Your Team or Make a Donation

1. Login to your Headquarters and click the purple Email tab
2. Remember that all fields that have a **red asterisk (*)** are required
3. Enter **Greeting** (This field is used to address the person to whom you are sending the email. Greeting examples: John, John Smith, Dear John, Dr. Smith, Dear Mr. and Mrs. Smith, Hello John, etc.) for each email address you enter
4. Enter **Recipient Email** addresses
5. **You can enter up to thirty email addresses.** Just go to where it says, "You can send this email to up to 30 people and **change the number in the drop down box.**
6. In the grey area you can use the drop down box to **pick the template that you want to use.**
7. To start a new template go to **Blank, and enter what you want the email to say in the Body**
8. **To save the new template click on the blue Save As next to the drop down box.** A window will open, enter the name of the new template and click Submit.

9. **Don't forget that the subject line is REQUIRED**
10. To preview the email before sending, scroll down the page toward the bottom and click **preview email**.
11. To send the email, scroll down the page toward the bottom and click **send email**.

Sample Four

Hello, Team Captains! Have you been to the Walk-N-Roll for Spina Bifida website lately? Be sure to check out the new Walker Tools section in the left-hand sidebar. You'll find tools and tips to share with your team members to help you all conduct a successful fundraising campaign, build your personal webpages and more! Be sure to encourage everyone on your team to check them out today!

Need some help building your team? Brochures and Posters are also available to you, at no cost, and are a great way to let everyone at work, in your neighborhood, at your church or temple, etc., know that you're a Team Captain! Please email your name, complete mailing address and how many posters and brochures you'd like, and they will be sent to you.

We need your support to help us reach our fundraising goal of \$100,000 to support the Spina Bifida Association of America's mission and to support those living with Spina Bifida. You can make a difference for those living with Spina Bifida today!

We'll see you on <insert date> at <insert venue>!

Sample Email to Lapsed Team Captains

Dear <insert name>:

We missed you last year in our Walk-N-Roll for Spina Bifida! We hope that you will consider forming a team for this year's Walk on <insert date> at <insert venue>.

As you know, the Walk-N-Roll for Spina Bifida raises funds to provide research, education, advocacy and patient services which will help the <insert number> people living in <insert region> who live with Spina Bifida. Your help is needed to reach our goal of \$<insert amount>!

I hope that you'll take a few minutes to register your team for our Walk. If you need assistance or additional information, please don't hesitate to contact me.

Thank you!

Congratulatory Emails

Send to all Team Captains highlighting Team Captains who have recruited more than 10 team members, the most team members, or whose team has raised the most money so far.

Send personal emails out to Team Captains who are doing an outstanding job in their recruitment efforts, their fundraising efforts, or both. Let them know when they've reached 50% of their goal; at 100% send congratulations and thank you. This is also a good opportunity to suggest that the Team Captain increases his or her goal.

Holiday emails

A few days before a holiday such as Memorial Day, July 4th or Labor Day, send an email to all Team Captains such as the one below.

HAPPY FOURTH OF JULY!

The <staff/board/Walk committee (insert desired group)> wishes you a safe and relaxing holiday! As you're gathering with family and friends over this holiday weekend, don't forget to ask them to join your team and/or donate to your fundraising goal. Remember, even those who live a distance can become a virtual walker and support the Spina Bifida Association!

Happy Fourth of July and safe travels to you and yours!

FINDING AND MANAGING CORPORATE TEAMS FOR THE WALK-N-ROLL FOR SPINA BIFIDA

Corporate Teams are handled similarly to Family & Friends Teams, but have the potential to raise significantly more money based on additional revenue streams more readily available through the corporate structure. In addition, encouragement from upper management can motivate individuals to participate and raise funds.

Materials for Corporate Teams

Make it as easy as possible for your corporate teams to be successful by providing samples of emails and letters that can be used to recruit Team Captains, walkers, request donations from vendors, etc. Provide each Team Captain with a Team Captain Guide which contains many of these sample materials.

Internal Company Communications

It is very effective when senior management becomes involved in communicating with Team Captains and participants. Some possible communications, usually done via email, include:

- A company-wide email encouraging employees to become a Team Captain
- A company-wide email announcing Team Captains and encouraging employees to join a team
- Thank you emails to Team Captains and participants as they register
- Progress reports on teams
- Announcement/reminder of company incentives

Internal Company Incentives

In addition to incentives that participants can receive based on their fundraising (those offered by the Chapter), having internal company incentives can be a great motivator for the top Team Captain and/or top fundraiser.

Some ideas include:

- Day off with pay to all walkers raising \$1,000 or more
- Prime parking spot
- Breakfast or lunch with the CEO
- CEO for the day
- Pizza luncheon for winning team

Sample Communications

Sample Internal Memo for Team Recruitment

TO: All employees

FROM: <insert name>

RE: The Walk-N-Roll for Spina Bifida

Please join us for a day of fun, food, and festivities as we help raise funds for the Spina Bifida Association of the <insert geographical area>. I'm proud to say that <insert company name> is participating in this worthwhile event and I have set our goal at <insert number> walkers raising <insert goal>.

The Walk-N-Roll for Spina Bifida is the signature fundraising event of the Spina Bifida Association – the leading nation-wide non-profit voluntary health organization dedicated to promoting the prevention of Spina Bifida and enhancing the lives of all affected. Our company's involvement will help the SBA to provide urgently needed funding for the programs and services they provide.

Check in begins at <insert time> and the Walk-N-Roll for Spina Bifida starts at <insert time> on <insert date> at <insert address/location>. After the Walk-N-Roll for Spina Bifida, enjoy refreshments and festivities for the entire family.

Don't let me down...I want to reach our goal! Listed below are <insert company name> Team Captains. Please contact one of them to sign up – we want a huge showing from <insert company name> on Walk-N-Roll for Spina Bifida day!

See you there!

Sample Internal Memo to Team Captains

TO: Team Captains

FROM: <insert name>

RE: The Walk-N-Roll for Spina Bifida

Thank you all for the wonderful job you are doing in spearheading our teams for the Walk-N-Roll for Spina Bifida. I hear we are doing well at recruiting walkers and raising donations. With less than two weeks until the Walk-N-Roll for Spina Bifida, I encourage you to concentrate on recruiting more walkers for your teams. Don't forget to encourage every walker to raise \$100 for this great cause!

I've decided to offer a little incentive to your teams. Each member of the team that raises the most money will receive a day off with pay. Be sure to share with your teams and thank you again for all you're doing to ensure our success.

Corporate Matching

Many companies will match donations made by an employee through a traditional matching gift program. Encourage all participants to check with their employers and to ask their donors if they work for companies that will match their donation. Many companies are also willing to participate in a non-traditional match, such as one of the following:

- The company donates \$25 to each employee who registers to help them get started toward their minimum goal of \$100.
- The company or CEO agrees to match what an employee or team raises.

Internal Company Kick-offs

An internal company kick-off is an event for all employees that takes place at the company. It can be held as a breakfast, lunch or afternoon social with refreshments. This is an opportunity to share information

about the Spina Bifida Association and the Walk-N-Roll for Spina Bifida, sign up participants, and motivate Team Captains and walkers.

The objective of the rally is to recruit participants. Ensure that employees are given the opportunity to sign up while at the event!

- The company coordinates the rally with support from the SBA staff as needed. The SBA may provide banners and Walk-N-Roll for Spina Bifida materials, but all other expenses should be the company's responsibility as part of its commitment to the Walk-N-Roll for Spina Bifida.
- If a company has multiple sites or shifts or too many employees to accommodate in one location, they should consider holding more than one company kick-off so that everyone may participate.

Tips for a Successful Company Rally

- CEO support for the kick-off will ensure its success. It's particularly effective to have the CEO invite the employees to the kick-off and conduct the meeting along with the Team Captains.
- Hold the kick-off 8 – 10 weeks before the Walk so there is plenty of time to build teams and collect donations
- Schedule the kick-off at a convenient time when the majority of employees will attend. Keep the kick-off to an hour or less. Make sure light refreshments are provided (donated by the company).
- Begin promoting the kick-off at least a week in advance through e-mail, memos, voice mail and other interoffice communications. Emphasize the refreshments, prize drawings and other fun incentives so all employees will attend.
- Hold the kick-off in a fun on-site location with ample space, such as a large meeting room or auditorium, employee cafeteria, atrium or courtyard.
- Display Walk-N-Roll for Spina Bifida posters and banners, decorate with balloons, and put up signs showing company and event goals.
- Make educational materials available, along with extra brochures, posters and other materials.
- Recognize teams that have participated in previous years. Encourage them to issue team challenges.
- If possible, involve people with Spina Bifida from within the company. Let them tell their stories to build passion for the event.
- Promote internal company prizes for teams and individuals that raise the most money.
- Hold contests, prize drawings and other fun activities. Make it a fun, festive get-together.

WORKING WITH INDIVIDUAL WALKERS FOR WALK-N-ROLL FOR SPINA BIFIDA

While teams should be the focus of our recruiting efforts, individual participants will naturally come out of these efforts. All walkers, whether they are part of a team or participating as individuals, should be communicated with on a regular basis in order to maximize their fundraising efforts.

Fundraising Tips

A **Fundraising Walker Guide** can be provided to each participant via email, regular mail and/or posted on your website as a tool to be downloaded. In addition, weekly or bi-weekly communication with Walk-N-Roll for Spina Bifida participants is essential to keeping them engaged and motivated. Provide succinct information on how to utilize online tools and tips for raising funds, and when possible, share success stories and examples of how others are raising funds. Contests can also be a great motivator – reward the participant who sends out the most emails or raises the most money during a specified time frame.

Samples Emails to Encourage All Participants to Raise Funds

The following samples contain directions for Kintera only, but can easily be edited for those using other online providers.

Sample One

Fundraising Tip #1: Conducting a Successful Fundraising Campaign

Congratulations! You've taken the first step in the fight against Spina Bifida by registering for the Walk-N-Roll for Spina Bifida on <insert date> on <insert address/location> in <insert city, state>. We are very excited that you have committed to helping us reach our fundraising goal of <insert goal> to support the Spina Bifida Association's mission and support those living with Spina Bifida today.

Now that you are registered, you have access to "My Webpage" located in your Personal Headquarters on the Walk-N-Roll for Spina Bifida website. Use this online tool to reach your fundraising goals! The number one reason people donate is because they are asked! Start your fundraising campaign today with these tips in mind!

Start Early! Make a list of potential donors and how much you will ask each person. Who do you give to? Include friends and family from your holiday card list. Did you include any personal vendors: dry cleaner, day care, banker, physician, dentist, hair stylist, car dealer or real estate agent? Make a commitment to ask at least one person each day to support your efforts and you'll reach your personal goal in no time!

Instill Passion! Share the real-life impact Spina Bifida has as well as the important research and awareness the Spina Bifida Association is funding. See the Walker Tools section on the Walk-N-Roll for Spina Bifida website or <insert website> for more information.

Raise Money Online! Online donations are typically 40% higher than those made other ways. Personalize your Walk-N-Roll for Spina Bifida webpage with a photo and short story of why it is important to raise money for the Spina Bifida Association.

Make it Personal! Add your personal touches to the email templates before sending to friends and family. They are much more likely to respond to a personal and passionate story.

Think big! How much money can you raise? Use the tools in your Personal Headquarters and Walker Tools on the Walk-N-Roll for Spina Bifida website to communicate with potential donors and exceed your personal fundraising goal!

Sample Two

Fundraising Tip #2 – Utilizing Online Tools

Thank you again for participating in our Walk-N-Roll for Spina Bifida, supporting the SBA of the <insert geographical area> Below are tips to help you utilize the online tools at your disposal!

To Edit Your Webpage

1. Go to your headquarters and click on the "My Webpage" tab
2. You can use the default text or you can edit it. Many participants share their personal reason for walking.
3. Use the default picture, choose a different one from the image library or upload your own.
4. When you are finished, preview your webpage and then click "Finish Webpage"

To Have Someone Donate to You

Give them a link to your personal fundraising page OR give them the Walk-N-Roll for Spina Bifida website address <insert website address> and the following instructions

1. Click on the button that says **Sponsor a Participant**
2. In the box they will enter your **first name and last name and click search.**
3. **Your name will appear** as a link.
4. **Click on the walker's name** to open her/his donation page.
5. In the space provided enter the donation amount.
6. Follow instruction and fill out the registration form. **All information marked with an asterisk (*) is REQUIRED.**

For those who do not wish to donate online, follow steps 1-4 above and scroll down the page, and you will see **"If you are unable to donate online, please print out a donation form."**

To Send Emails to Family and Friends Asking Them to Make a Donation

1. Login to your Headquarters and click the purple Email tab
2. Remember that all fields that have a red asterisk (*) are required
3. Enter **Greeting** (This field is used to address the person to whom you are sending the email. Greeting examples: John, John Smith, Dear John, Dr. Smith, Dear Mr. and Mrs. Smith, Hello John, etc.) for each email address you enter
4. Enter **Recipient Email** addresses
5. **You can enter up to thirty email addresses.** Just go to where it says, "You can send this email to up to 30 people and **change the number in the drop down box.**
6. In the grey area you can use the drop down box to **pick the template that you want to use.**
7. To start a new template go to **Blank, and enter what you want the email to say in the Body**
8. **To save the new template click on the blue Save As next to the drop down box.** A window will open, enter the name of the new template and click Submit.
9. **Don't forget that the subject line is REQUIRED**

10. To preview the email before sending, scroll down the page toward the bottom and click **preview email**.
11. To send the email, scroll down the page toward the bottom and click **send email**.

Please don't hesitate to contact me if you have questions or need help!
<insert name and email address>

Sample Three

Fundraising Tip #3: Letter Writing Campaigns Simple Steps to Success!

Letter writing and email campaigns are the most effective fundraising methods! Here are some simple steps for making your letter writing campaign successful!

- Write a short letter!
- Share something personal about yourself or the person you are walking for and how Spina Bifida has affected you.
- Include your fundraising goal and ask for a specific dollar amount.
- Provide facts about Spina Bifida, the Walk-N-Roll for Spina Bifida and the important work being done by the Spina Bifida Association.
- Tell them that donations are tax deductible and checks should be made payable to the Spina Bifida Association of <insert geographic area>.
- Include a link to your personal website so that donations can be made online.
- Ask that they please donate by the date of the Walk-N-Roll for Spina Bifida so you can turn the money in at the event. Include a self-addressed envelope to make it easier for them to make a donation. This is especially effective for people who won't donate online. (Donations should be returned directly to you. This will enable you to thank everyone personally after the Walk and ensure that your donations are properly credited to you. You will give all off-line donations to the Spina Bifida Association with Donation Records, available for download at <insert website>.
- Mail your letter to family members, friends, co-workers and business associates. Be sure to look at your holiday card mailing list, too!
- Send thank you notes (after the Walk-N-Roll for Spina Bifida) to everyone who donates to you.
- Remember, the more people to whom you mail, the more donations you will raise to help support the best support services and programs available today to people living with Spina Bifida and their families.

Sample Four

Fundraising Tip #4: Raise \$1,000 in 10 Days

Day 1

Show your commitment by donating \$25 to yourself.

Day 2

Ask four family members to donate \$50 each.

Day 3

Ask ten friends to donate \$20 each.

Day 4

Ask five co-workers to donate \$20 each.

Day 5

Ask five neighbors to donate \$20 each.

Day 6

Ask ten people from your gym, place of worship or club to donate \$10 each.

Day 7

Ask your boss for a company donation of \$100.

Day 8

Ask five businesses you frequent for a donation of \$25.

Day 9

Ask anyone who has asked you to support them in an event for a donation of \$25.

Day 10

Celebrate your success! Even if only 50% came through for you, you've raised \$500!

Sample Five

Fundraising Tip #5: If You Don't Ask, They Won't Donate!

The number one reason people donate is because they are asked! Don't be shy; ask for a donation in support of your participation in the Walk-N-Roll for Spina Bifida!

<Insert a success story such as the true one below>

Jane Doe sent an email out to everyone in her address book and raised \$675 in five hours. Jane shared how Spina Bifida has affected her life and explained why supporting the Spina Bifida Association was important.

According to Jane, "I was shocked by the outpouring from my friends and colleagues; not just the donations, but the wonderful messages that they sent me back. It is so encouraging and it really was easy!"

Important tip – Check to see who has opened emails sent through Kintera! While in "My Headquarters" click on the Email tab and then Email History Log to view who you've sent to and whether or not they've been viewed. If you find your emails aren't being opened, they have probably gone into the recipients spam or junk folder. Instead of re-sending through Kintera, send a link to your personal page through your personal email provider. Then your request for support is sure not to go into spam.

The mission of the Spina Bifida Association is to promote the prevention of Spina Bifida and to enhance the lives of all affected. Through the efforts of our walkers across the US, \$1 million will be raised in 2010 to support this mission. **Thank you for being one of them!**

Sample Six

Fundraising Tip #6: Fundraising is for Everyone! Simple Ideas to Help You Fundraise!

- Donate to yourself! Do what you are asking others to do—it's simple to donate online!
- Donations made online are 40% higher than those made other ways. Utilize the email function on the Walk-N-Roll for Spina Bifida website to send fundraising emails that include a link to your website for your family and friends to make donations.
- Don't be shy—tell people you are taking steps to end Spina Bifida! Collect donations on the spot!
- Letter writing and email campaigns are the most effective fundraising methods! Find more information and ideas on letter writing and email campaigns, visit <insert Walk website address>.

- Add a tagline to your email signature that includes an “ask” such as: Walk with Me at the Walk-N-Roll for Spina Bifida, include your team name and personal webpage for donations
- Ask your employer if employees donating \$10 can benefit from a Walk-N-Roll for Spina Bifida jeans day.
- Have a Walk-N-Roll for Spina Bifida change jar at your desk and ask co-workers to contribute their pocket change.
- Ask your religious organization or company to include a newsletter article about your participation inviting donations and team participants.
- Ask merchants you do business with to support you, such as your drycleaner, local video store or hair stylist, for donations.
- Host a dinner party and ask your guests to donate the amount they would have paid a restaurant for dinner.

Sample Seven

Fundraising Tip #7: Double Your Donation with One Ask - Matching Gifts

Ask your employer if they have a Matching Gift Program and double your fundraising efforts! Programs vary from business to business, but the most common programs match the employee's donation dollar for dollar. Other programs double or even triple the donation. To determine if your business has such a program, ask your Human Resource Department.

We Have a Matching Gift Program! Now What?

Congratulations, you just doubled (or maybe tripled) your donation! Get copies of the necessary forms from your Human Resources Department. Read the forms carefully and be sure to fill it out completely. Most forms are divided into two parts, a section for the donor/sponsor to complete and a section for the benefiting organization (SBA of <insert geographic area>) to fill out. Bring your Matching Gifts Form and check to Check-In on Walk-N-Roll for Spina Bifida day, or mail it to the SBA of <insert geographic area> in advance. Remember to ask all your donors and team members about their company's matching gift program, too.

Sample Eight

Fundraising Tip #8: Make your online tools work for you!

Dear <First Name>,

Thank you for participating in this year's <insert event>. As a participant, we have provided you with online tools to create and send emails to everyone in your address book.

Online fundraising is a numbers game

1. Event participants who raise funds online collect an average of nearly three times more money than those who fundraise only through traditional methods.
2. The more emails you send to friends and family; the greater the number of donations you will receive.

Quick Tip! When in "My Headquarters," use the report function to see who has opened your email, clicked on the links, made donations, etc. This will allow you to follow up with a second email to anyone who didn't respond to the first

Good luck with your fundraising efforts and thank you again for your participation!

We look forward to seeing you on <event date>!

Sample Emails to All Participants to Encourage “Final Push” for Fundraising

Four weeks pre Walk

What’s Your Incentive?

You have a personal reason to fundraise for the Walk-N-Roll for Spina Bifida. We want to thank you and encourage you to exceed your personal fundraising goal! Pick a fundraising incentive to work toward!

Raise...

...\$100+ and receive a Walk-N-Roll for Spina Bifida Commemorative T-shirt

...\$250+ and receive a Walk-N-Roll for Spina Bifida Hooded Sweatshirt

...\$500+ and receive a Walk-N-Roll for Spina Bifida Denim Shirt

...\$1,000+ and receive a Walk-N-Roll for Spina Bifida Windbreaker

...\$5,000+ and receive all prizes listed above

Incentives are based on individual (not team) fundraising efforts and are non-cumulative, except for the T-shirt and prizes at the \$5,000+ level. Individual walkers will receive the T-shirt on Walk day based on funds raised online and offline as of that day. All other prizes are awarded based on all online and offline donations received by the SBA by <insert date>.

Thank you for helping us work toward our goal of <insert goal>!

Three weeks pre Walk

We’re Getting Closer to the Big Day!

Dear <First Name>,

Thank you for your continuing fundraising efforts for the Walk-N-Roll for Spina Bifida in <insert event site>. As an added incentive, all participants who have raised \$100 or more will be entered into a drawing for a <insert prize>!

Remember, the more emails you send the more support you will raise. By sending follow-up emails to those who did not respond the first time, you generate awareness for <insert cause> and increase the chances of helping us meet our goal of <insert goal>.

Quick Tip! Personalize your donation page with pictures, quotes, etc. By customizing it, yours friends and family will get to see a picture of you and read more about how you are helping us make a difference.

Thank you for your continued support and efforts and we look forward to seeing you at the Walk-n-Roll on <insert date>!

Two weeks pre Walk

Zap the Zeros!

We are two weeks away from the Walk-N-Roll for Spina Bifida and have <insert number of registrants> registered participants who have raised <insert amount>! That is <insert percentage>% of our final goal. Help us reach our goal of <insert goal> by **zapping the zeros!** If each walker raised \$100 in the next seven days, that would be \$<insert amount> more going to support the mission of the Spina Bifida Association.

A few things that you can do:

1. Ask family, friends and colleagues to support your efforts! Ask 10 people for \$10 each.
2. If you’ve sent emails through Kintera and have not gotten a response, your email has probably gone into a junk or spam folder. Try sending an email to all of your prospective donors through your home or work email, where your address will probably be recognized. Put a link to your

webpage in your email and be sure to explain why the Walk-N-Roll for Spina Bifida is important to you.

3. Go outside of your immediate circle of contacts. Many of your personal “vendors” would be happy to make a donation. Think about the many people you do business with (either at home or at work) and ask each to support your efforts.

One week pre Walk

Just One Week Until We Walk-N-Roll for Spina Bifida!

Dear <insert first name>,

With the Walk-N-Roll for Spina Bifida just one week away, we're in the final stretch to raise funds and make this year's Walk our most successful yet.

If you haven't done so already, send a final email to friends and family that have not yet contributed asking them to donate and to forward your message on to others they think could help. Help us spread awareness of Spina Bifida AND the Walk-N-Roll for Spina Bifida!

We greatly appreciate your participation and fundraising efforts, and hope you've found the process to be fun and rewarding.

Quick Tip - Change the language in your final email to reflect a sense of urgency. Let people know you're almost to the day of the event and that any and all help is greatly needed and appreciated.

Remember, each walker who raises \$100 or more will receive a T-shirt on the day of the Walk-N-Roll for Spina Bifida. Thank you for your continued efforts and we look forward to seeing you at the Walk-N-Roll for Spina Bifida!

RECRUITING AND MANAGING VIRTUAL WALKERS FOR THE WALK-N-ROLL FOR SPINA BIFIDA

Virtual Walkers are participants who are unable to be at your Walk in person, but are interested in raising funds and will be there “in spirit.” Allow for the option to be a virtual walker on your registration form and mention in recruitment emails. Once registered, you might want to send a special email to this participant so that they feel engaged although they cannot be in attendance.

Sample Email to Virtual Walkers

Thank you for registering to be a “virtual” walker in our Walk-N-Roll for Spina Bifida in the <insert geographical area>. Although you apparently can’t be at the event, we appreciate your help toward reaching our goal of \$<insert amount> and know that you will be there in spirit on the day of the Walk-N-Roll for Spina Bifida!

You should have received a confirmation of your registration via email. This email contained your username and password, as well as a link to your personal page on our Walk-N-Roll for Spina Bifida website. I hope that you will take advantage of the online tools at your disposal that can be used to help you in your fundraising efforts.

You will periodically receive emails from me with suggestions on how to reach your personal goal. Below are a few tips that I hope you will find helpful. Please don’t hesitate to contact me if I can be of any assistance!

Letter writing and email campaigns are the most effective fundraising methods! Here are some simple steps for making your letter writing campaign successful!

- Write a short letter!
- Share something personal about yourself or the person you are “walking” for and how Spina Bifida has affected you.
- Include your fundraising goal and ask for a specific dollar amount.
- Provide facts about Spina Bifida, the Walk-N-Roll for Spina Bifida and the important work being done by the Spina Bifida Association.
- Tell them that donations are tax deductible and checks should be made payable to the Spina Bifida Association of the <insert geographical area>.
- Include a link to your personal website so that donations can be made online.
- Ask that they please donate by the date of the Walk-N-Roll for Spina Bifida so you can turn the money in at the event. Include a self-addressed envelope to make it easier for them to make a donation. This is especially effective for people who won't donate online.
- Mail your letter to family members, friends, co-workers and business associates. Be sure to look at your holiday card mailing list, too!
- Send thank you notes (after the Walk-N-Roll for Spina Bifida) to everyone who donates to you.
- Remember, the more people to whom you mail, the more donations you will raise to help support the best support services and programs available today to individuals living with Spina Bifida.

Goal Setting with Individual Walkers

Face-to-face goal setting meetings, held with walkers who have raised, or are capable of raising over \$1,000, can greatly impact their results. These can be informal meetings, but use the following questions to assist in your discussion to help the participant realize their potential.

Individual Walker Goal Setting

1. Amount raised previous year <insert amount>
2. Review list of previous year's donors and identify:
 - a. Who will give again; how much might they give and who can I ask to increase their gift
3. Identify new potential donors:
 - a. Companies
 - b. Friends
 - c. Family
 - d. Colleagues/Co-workers (past and present)
 - e. People in other groups or organizations I belong to
 - f. My personal "vendors"
4. Do any of the above offer or work for a company that offers matching gifts?

Personal goal for this year's Walk-N-Roll for Spina Bifida <insert amount>

AFTER THE WALK-N-ROLL FOR SPINA BIFIDA

Follow up after your Walk-N-Roll for Spina Bifida is a vital part of the team management process. Don't wait for your data entry to be completed. Begin the communication process as soon as your event is over.

After your Walk-N-Roll for Spina Bifida, it is important to follow up with all registered Team Captains and participants. Included are some email templates that can be used in different scenarios for specific targeting. The main communication points are to encourage participants to continue their fundraising efforts to support the cause. These templates can also be used as letters or postcards.

Find out how long your Chapter fundraising pages will remain active. While we don't suggest allowing your participants to fundraise until then, we do encourage you to set a deadline 4-6 weeks post walk as your incentive deadline. The templates require you to fill in the dates for your incentive deadline. You are encouraged to personalize the message to your market and include market sponsors.

We also suggest you send an email or letter to thank your top 5 fundraising teams. Use the "Thank you for your Walk-N-Roll for Spina Bifida participation" template as a foundation or complete your own. Identify how much they fundraised, encourage them to continue to fundraise and include the complete list of the top 5 fundraising teams with amounts raised.

The following template emails are targeted to different groups

- **Thank you for your Walk-N-Roll for Spina Bifida participation!** [for fundraising participants]
- **You're Steps Away from Another Fundraising Milestone and Prize Level!** [for fundraising participants close to the next incentive level]
- **There is still time to make a difference for SBA!** [for registered participants that did not fundraise]
- **Despite the Weather, We Still Made Ourselves Heard!** [follow up to a canceled event due to weather]

Communication Mediums: Remember that it is important to use a variety of communication methods...emails, letters, postcards, phone calls, etc. For e-mails, don't forget that there are templates created in Kintera.

Audiences: Whenever possible, try to segment your communications between Team Captains & Participants. This will help you personalize your initial mailings and recognize Team Captains for their special efforts. Don't forget to ask your Team Captains for help in reaching out to their members.

Templates

Thank you for your Walk-N-Roll for Spina Bifida participation!

Thank you for your commitment and dedication to the success of this year's Walk-N-Roll for Spina Bifida. Through your fundraising and participation you made a bold statement of your support for Spina Bifida Association's mission: To promote the prevention of Spina Bifida and to enhance the lives of all affected. Your fundraising for the Walk-N-Roll for Spina Bifida directly supports a wide range of educational

programs for patients and health-care professionals, and provides supportive services to help people cope with living with Spina Bifida.

Keep in mind that we work all year long to support those affected by Spina Bifida. We encourage you to continue your commitment of support and fundraising. Your online fundraising page will remain active until <insert date>. And to reward your continued hard work, you will still be eligible for the fantastic fundraising incentives! So, if there are any friends, coworkers, community members, doctors, hair dressers, etc. that you haven't already asked to support you, now is the time! You can also reference your Walker Handbook for other great fundraising ideas.

Your support of SBA of <insert geographic area> is important to us and we appreciate all that you do. We look forward to seeing you again next year!

You're Steps Away from another Fundraising Milestone and Prize Level!

You have done such a great job of fundraising to support the Spina Bifida Association! Thank you for all your hard work in making our mission possible. To show our appreciation of your fundraising efforts, we want to remind you that you are eligible for a fantastic fundraising incentive. Currently our records show you are only less than <insert the dollar amount> away from the next reward level! This means you could choose between <fill in the level>. You have until <insert date> to do more fundraising to qualify for that prize!

If there are any friends, coworkers, community members, doctors, hair dressers, etc. that you haven't already asked to support you, now is the time! You can also reference your Walker Handbook for other great fundraising ideas. We know you can make it!

Your support of SBA is so important to us and we appreciate all that you do.

There is still time to make a difference for SBA of <insert geographic area>!

Thank you for signing up to show your support of the Spina Bifida Association of <insert geographic area>! Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected. Fundraisers like the Walk-N-Roll for Spina Bifida support SBA of <insert geographic area>'s wide range of educational programs for patients and health-care professionals, and provide supportive services to help people cope with living with Spina Bifida.

We know that you view this as a worthy cause and we would like to ask for your help in continuing to raise much needed funds for SBA of <insert geographic area>. When you registered, we created an online fundraising webpage just for you! <insert directions on how they can find their page>. This web page will remain active until <insert date>, giving you the opportunity to lend a helping hand by asking your friends, family, coworkers and community to donate. You can also continue to mail in any collected donations to SBA of <insert geographic area> at <insert contact information>.

Your support of SBA of <insert geographic area> is so important to us and we appreciate all that you do.

Despite the Weather, We Still Made Ourselves Heard!

We may not be able to control the weather, but together you still made yourselves heard by showing your support and commitment of the Spina Bifida Association's mission to promote the prevention of Spina Bifida and to enhance the lives of all affected. Your fundraising for the Walk-N-Roll for Spina Bifida will directly support a wide range of educational programs for patients and health-care professionals, and provide supportive services to help people cope with living with Spina Bifida.

Please keep in mind that SBA of <insert geographic area> works all year long at supporting those affected by Spina Bifida. We highly encourage you to continue your commitment of support and fundraising. Your online fundraising page will remain active until <insert date>. And to reward your continued hard work, you will still be eligible for the fantastic fundraising incentives! So, if there are any friends, coworkers, community members, doctors, hair dressers, etc. that you haven't already asked to support you, now is the time! You can also reference your Walker Handbook for other great fundraising ideas.

Your support of SBA of <insert geographic area> is so important to us and we appreciate all that you do. We look forward to seeing you again next year!

Awards Celebration

- Held six to eight weeks post event
- Provides an opportunity to recognize top performers, sponsors and committee members
- Provides an opportunity to publicly recognize corporate sponsors
- Invite team captains, top walkers, sponsors, board and committee members, potential sponsors

Communication with Participants

- Immediately post event, share outcome, thank participants and encourage post-Walk follow up on uncollected donations
- One week after the Walk-N-Roll for Spina Bifida send a Walk evaluation to allow participants an opportunity to provide feedback on entire process and day of event. Include invitation to join planning committee.
- Connect participants with the mission – share the effect that the Walk-N-Roll for Spina Bifida had on ability of Chapter to provide services
- Phone call from board members to top walkers and top team captains
- **Cultivate participants year-round**

Communication with Sponsors

- Immediately post event, share outcome, thank sponsors and share the effect that the Walk-N-Roll for Spina Bifida had on the ability of Chapter to provide services
- Ask for feedback from sponsors regarding event and benefits they received
- **Cultivate sponsors year-round**

Cultivation Ideas

- Sponsors, Team Captains, walkers, donors, and committee members should be cultivated throughout the entire year. Prepare a **cultivation calendar** that includes a minimum of five "touches" throughout the year
- Provide educational opportunities to your participants so that they can see the impact of their participation
- Highlight your top walker and Team Captain in your Chapter newsletter

- Highlight sponsors in your Chapter newsletter or on your website
- Inform participants of web-chats, provide research updates, invite to Advocacy Day, educational events, trainings and support group meetings; send a holiday card, newsletters, etc.
- Invite participants, donors and sponsors to other Chapter special events
- Invite participants and donors to your Chapter website where they can sign up to receive your Chapter newsletter, become a donor, subscribe to ***Insights into Spina Bifida***, etc.
- Send a copy of ***Insights into Spina Bifida*** to all Team Captains or participants who raise above a certain dollar amount or to donors whose gift is at a pre-determined level
- Add participants and donors to your annual appeal

DAY OF WALK-N-ROLL FOR SPINA BIFIDA

Be sure to instill passion in every aspect of the event. From pre-event to post-event, and in each communication, be sure to always tie the event back to the mission and purpose for the event.

Ideas to Instill Passion in Walk-N-Roll for Spina Bifida Events

- Passionate, articulate speaker
- Posters
- Provide something to each person who has Spina Bifida, such as a special ribbon, lei or Mylar balloon to carry along the Walk-N-Roll for Spina Bifida
- Use “I’m Walking for…” tribute stickers
- Post fact signs along the route
- Banners or message boards that can be signed and used at events throughout the year
- A special group starting off the event

Logistics

- Gather as much information as you can on participants by having an information card for participants to complete while at the Walk-N-Roll for Spina Bifida. Be sure it asks for all contact information including email address, their connection to Spina Bifida, how they learned about the Walk-N-Roll for Spina Bifida, etc. Offer an incentive (previous year’s T-shirt, entry into a drawing) to those who complete and turn the card back in.
- Don’t be overly concerned with when other walks are scheduled unless you have a large corporate team that is involved with another not-for-profit event
- Recruit a strong logistics chair so that your attention can be on recruitment and fundraising
- Choose a venue that is safe, centrally located, provides shade, has plenty of parking and allows for tents, amplification and entertainment
- Have a route that is safe, shaded if possible and appealing (1 and 3 miles are ideal)
- With logistics chair, create a supply checklist and develop a thorough event day plan with all tasks and assignments identified
- Try to get as much as possible donated for Walk day to reduce your expenses (see sample requests that follow)
- Provide light refreshments. Pre-packaged snacks such as granola bars, fruit and water are enough; a meal is not required!
- Don’t do anything that you can’t repeat the following year. Participants will expect you to continue whatever you do in your first year!
- If possible, set up the day before
- Make sure that you achieve **customer delight** to help retain walkers, companies and sponsors.

Volunteers

Have one person designated to be the point-person for volunteers. Provide volunteers with instructions on when to arrive, where to go to receive their instructions and the details on what responsibilities they will have.

Sample Volunteer Duties

Walk-N-Roll for Spina Bifida Volunteer Jobs

Set Up/Break Down Volunteers – 15 volunteers needed

Volunteers will assist in setting up tables, covering tables, moving boxes and other tasks.

Set-up Time: <insert time>.

Break Down Time: <insert time>.

- Put signs up outside/inside park directing participants to check in.
- Put up tents according to map.
- Set up tables and chairs according to map.
- Hang signs on front of tents according to map.
- Cover tables with covering.
- Set up garbage cans.
- Registration Tent set up
 - Unpack registration materials – set up for registration
 - Organize t-shirts for give away
- Blow up balloons for archway & tents.
- Assemble Archway.
- Hang Walk-N-Roll for Spina Bifida banner.
- Tribute boards set up & tribute stickers put out.
- Set signs along walk route.
- Transport route marshalls to correct spots.
- Set up water stations and garbage cans.

Walker Check In – 6 volunteers

Check In volunteers will help process participants who are registering for the walk and who already have registered for the walk. Walker Check In volunteers will need to answer questions, accept donations from participants and register walkers who have not yet registered. Detailed instructions will be given at training at <insert time>.

<insert time frame, i.e. 0:00 a.m. – 0:00 p.m.>

T-Shirt Runners – 3 volunteers

T-shirt Runners will assist registration volunteers by getting correct size T-shirts for participants.

<insert time frame, i.e. 0:00 a.m. – 0:00 p.m.>

Refreshments – 2 volunteers

Food tent volunteers will set up refreshments and water and replenish as needed.

<insert time frame, i.e. 0:00 a.m. – 0:00 p.m.>

Route Marshalls – 6 volunteers

Route Marshalls will be placed along the walk route to direct and encourage participants. There will be two route marshalls for each station. Route Marshalls go to locations according to map at <insert time> and

stay until last walker has passed (for 1 mile route, <insert at least 1 hour past start time used above> on 3 mile route, approximately <insert at least 2 hours past start time listed above>)
<insert time frame, i.e. 0:00 a.m. – 0:00 p.m.>

Photography assistant – 1 volunteer

The photography assistant will hold the shot sheet and assist our photographer by recording names as he or she takes team photos and informal shots.
<insert time frame, i.e. 0:00 a.m. – 0:00 p.m.>

Walker Check In

Keep check in as simple as possible. Do not count money; instead ask participants to put in a sealed envelope and to provide information on the front of the envelope such as their name, Team Captain Name, Team Name and the amount they are turning in that morning. Indicate that funds raised online should not be included. This will help keep your check in lines moving quickly!

Allow adequate time to review these procedures with volunteers who will be assisting.

Sample Check In Procedures

2010 Walk-N-Roll for Spina Bifida Check In Procedures

REGISTERED PARTICIPANT

1. Find name on list and check off.
2. Ask if he/she has any donations to turn in.
3. **Walker with donations:** Ask walker to complete envelope and to place all donations in envelope and seal.
4. Write amount turned in and total columns.
5. If donations total \$100+, provide participant with a T-shirt and check T-shirt box.

NON-REGISTERED PARTICIPANT

1. Provide registration form and ask walker to complete.
2. Be sure that waiver has been signed.
3. Ask if he/she has any donations to turn in.
4. **Walker with donations:** Ask walker to complete envelope and to place all donations in envelope and seal.
5. Write walker first and last name and amount turned in.
6. If donations total \$100+, provide participant with a T-shirt and check T-shirt box.

FREQUENTLY ASKED QUESTIONS

- T-shirts are for walkers who raised \$100 or more in donations
- Other "prizes" (sweatshirts, denim shirts, windbreakers) are based on funds raised as of <insert date> and will be mailed to participants
- Restrooms are located at <insert location>
- Mylar balloons are for people with Spina Bifida
- Walk-N-Roll for Spina Bifida will begin at <insert time>
- The Walk-N-Roll for Spina Bifida route is <insert distance and general directions>

OTHER SAMPLE MATERIALS

Sample Fundraising Letters

Sample One

I will be walking in the **2010 Walk-N-Roll for Spina Bifida** on **<insert date>** with Team <insert team name> *(if applicable)*. My personal goal is to raise <insert goal> in honor of <insert name of person you know touched by Spina Bifida, if applicable>. My goal is to help fight Spina Bifida, to raise awareness and to help raise <insert \$ goal> to support the programs of the Spina Bifida Association of <insert geographic area> for the <insert number of people> with Spina Bifida in our <insert geographic area>.

Will you support my commitment to fight Spina Bifida and help me reach my personal fundraising goal? Spina Bifida has touched my family and me. *(Share your personal experience and challenges. Be sure to add a picture, people will give because of your story and how Spina Bifida has affected your life and your family.)*

Please visit my personal webpage by going to <insert web address> and donate to my efforts and my team <insert team name> *(if applicable)*. Use a credit card on the secured website to receive an emailed tax receipt. You can also send a check payable to the Spina Bifida Association of <insert geographic area> to my home address *(insert your address)* or directly to the chapter at <insert Chapter address.>

<insert percentage>% of every dollar donated stays in <insert geographic area> to support the Chapter's programs, the **only** resource to help thousands of people with support and information, physician referrals, public and professional education and grass-roots advocacy on the state and federal level. See the attached fact sheet for more information on Spina Bifida.

Thank you so much for your support! I will keep you updated as I reach my goal, and please feel free to forward my request to anyone you feel would support me and/or my team in the Walk-N-Roll for Spina Bifida!

Together, we can create hope, awareness, advocate for increased support, find a cause and a cure and improve the lives of all those living with Spina Bifida Association!

Most sincerely,

Sample Two

Dear <insert name>,

It's that time again! It's time to lace up the shoes and hit the pavement for the 2010 Walk-N-Roll for Spina Bifida! I will be walking for the individuals and their families affected by Spina Bifida.

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes and cure for Spina Bifida.

Funds raised through the Walk-N-Roll for Spina Bifida support the Spina Bifida Association of <insert geographic area>, which serves more than <insert number> individuals who are living with Spina Bifida in <insert geographic area>'s region. The money you raise helps provide support services, emergency financial assistance, educational programming and funding for much needed research.

This year I hope to raise <insert goal> to fight Spina Bifida. Your tax-deductible pledge will help me meet (and exceed!) that goal, and give people with lupus a brighter tomorrow. Please make your check payable to the Spina Bifida Association of <insert geographic area> and send it to me at <insert your address>. You can also learn more about Spina Bifida and donate towards my goal online by visiting <insert web address>. Ideally, donations should be mailed to me by <insert desired date>.

Together we can take steps to bring hope to millions of individuals affected by Spina Bifida!

Sincerely,
<Your Name>

Change the world—one step at a time!

Sample Three

Dear <insert name>,

Today I'm writing to you about a cause that's important to me and a cause that I know you will want to support. I have decided to take steps in the fight against Spina Bifida by joining the Walk-N-Roll for Spina Bifida on <insert date>, and I'm asking you to join me in this important fight by making a donation to support my walk.

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes and cure for Spina Bifida. Funds will also be used to support local programs for people with Spina Bifida and their families through the Spina Bifida Association of <insert geographic area>.

You can help me reach my fundraising goal of <insert goal> by making a donation for the Walk-N-Roll for Spina Bifida. Please make your check payable to the Spina Bifida Association of <insert geographic area> and send it to me at <insert your address>. You can also learn more about Spina Bifida and donate towards my goal online by visiting <insert web address>. Ideally, donations should be mailed to me by [insert desired date].

Your support will mean so much to me and the over 166,000 Americans living with Spina Bifida. Can I count on your help?

Warmest regards,

Making a difference starts with one step!

Sample Internal Corporate Team Recruitment Letter

Sample One

Dear Employee:

As the **CEO of <insert company name>** and/or the **Team captain** of the <insert team name> **company** team, I would like to invite you and your family and friends to join our <insert company name> company team at the 2010 Walk-N-Roll for Spina Bifida on <insert date>. Our goal is to help raise <insert Chapter goal> to support the programs of the Spina Bifida Association of <insert geographic area>. Over <insert number of people in service area with Spina Bifida> and 166,000 Americans have Spina Bifida.

Our Team goal is to raise <insert team goal> and we need **you** to sign up and join our company team and help fight Spina Bifida and raise awareness. You can make a difference for **our** employees touched by Spina Bifida (*Share the personal experiences and challenges of your employees, if any, touched by Spina Bifida. This is the most important reason fellow employees will join the team and raise funds, for those they know!*)

You can sign up today at our Team online fundraising page and create your personal online web page at <insert web address> or go to <insert Chapter web address> for more information. You can also call or email our **Team Captain** at <insert contact information>.

<insert percentage>% of every dollar donated stays in <insert geographic area> to support the Chapter's programs, the **only** valuable resource to help thousands of people with support and information, physician referrals, public and professional education and grass-roots advocacy on the state and federal level. See the attached fact sheet for more information on Spina Bifida.

Thank you so much for your support of our team and the mission of the SBA of <insert geographic area>. Together, we can create hope, awareness, advocate for increased support, and improve the lives of all those living with Spina Bifida!

Most sincerely,

Sample Two

Dear _____,

Put your best foot forward on <insert date> by joining <insert team/company name> in the 2010 Walk-N-Roll for Spina Bifida to benefit the Spina Bifida Association of <insert geographic area>. Each step of the route will help the <insert number> of <insert geographic area> residents and their families affected by Spina Bifida.

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes and cure for Spina Bifida. Funds will also be used to support local programs for people with Spina Bifida and their families through the Spina Bifida Association of <insert geographic area>.

<Insert team/company name> wants YOU! Join the team — have fun — and help raise funds in the fight against Spina Bifida. Along with friends and co-workers, experience the hospitality of the SBA of <insert geographic area> with break points, great food, Support and Gear vehicles and medical personnel.

Join the <insert team/company name> team by visiting <insert web address> or contact <insert team captain Name> at <insert contact information>. Even if you cannot join our team, you can donate to the cause online or by contacting the SBA of <insert geographic area> at <insert telephone and email address>.

Sincerely,

<insert your name>

Making a difference starts with one step!

Sample Vendor Request Letter

Date
Name
Company
Street
City/State/Zip

Dear:

This year, <insert your company name> is pleased to be participating in the Walk-N-Roll for Spina Bifida on <date> in <insert city> to support the mission of the Spina Bifida Association (SBA). Our company is committed to reaching our goal of \$<insert goal> to support those living with Spina Bifida in <insert city>.

The Walk-N-Roll for Spina Bifida is the signature fundraising event of the Spina Bifida Association - the leading nation-wide non-profit voluntary health organization dedicated to promoting the prevention of Spina Bifida and enhancing the lives of all affected. Our company's involvement will help the SBA to provide urgently needed funding for the programs and services they provide.

I hope that <insert company name> will consider a donation of \$<insert requested amount> to help us reach our goal! We will recognize your generosity by putting your logo on our company's Walk-N-Roll for Spina Bifida T-shirt.

I thank you for your kind consideration and look forward to hearing from you in the very near future.

Sincerely,

CEO, CFO or person with best relationship with vendor