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Whether this is your first time serving as a Team Captain, or something you have done, this packet will provide everything you need to put together a successful and fun team for The TEARS Foundation Rock & Walk.

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“...weep with those who weep.” *Romans 12:15*

11102 Sunrise Blvd. E., Suite 112, Puyallup, WA 98374

www.TheTearsFoundation.org

WELCOME TEAM CAPTAINS!

Thank you for joining us as a Team Captain for the 2017 TEARS Foundation Rock & Walk. Together we can inspire hope, honor a child and celebrate a life! This packet provides tools to make your team's experience fun, successful and rewarding.

This event is tailored especially for TEARS families as a way and place they can gather together and honor their children. The IMPACT of this event is in the community gathering together to show their support and raise funds for bereaved families. 1 in 4 women experience pregnancy or infant loss. That is a large community that needs our support. Whether you've experienced a loss yourself, know someone who has, or just want to make a difference in your community, participating in The TEARS Foundation Rock & Walk is inspiring, meaningful and makes an impact. It is through the funds raised from The Rock and Walk, that The TEARS Foundation is able to compassionately lift the financial and emotional burden from bereaved families in our community.

As a Team Captain, one of your main responsibilities is to motivate and encourage others to join your team. There are no limitations regarding who can join your team, so be sure to invite friends, family, neighbors, co-workers and anyone else you can think of. Once your team is in place, you will act as the key liaison between your team members and the event organizers.

This Team Captain Packet will describe the following three steps to create a successful team:

Step 1: Recruit & Register Team Members

One of the most important things to remember, whether you are recruiting team members or fundraising, is to JUST ASK. Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members encourage them to invite their own family, friends, co-workers and neighbors. There is no limit on how many people can join your team and you will be surprised how quickly your team will grow!

Step 2: Set Goals and Fundraise

Set a dollar goal for your team to aim for in their fundraising efforts to support The TEARS Foundation. Share your enthusiasm and excitement with your team as you work together to reach your fundraising goal.

Step 3: Rock & Walk

Rock and Walk to inspire hope, honor a child and celebrate a life. And, know that you and your team are making a difference in the lives of bereaved families. Enjoy the event's special moments; from the reading of the children's names, a special song performance, butterflies lined the walk path with the children's names and an uplifting closing ceremony.

BEFORE YOU CAN BEGIN....

Register online and create your team by visiting: www.thetearsfoundation.org.

Questions about registration or team creation, contact admin@thetearsfoundation.org or call (253) 200-0944.

STEP 1: RECRUIT & REGISTER TEAM MEMBERS

Here are a few easy recruiting ideas to get your team building efforts off the ground:

- **Make a list of possible team members** – Invite anyone and everyone to join your team. Once they have signed up, ask them to invite others to join as well. There is no limit to the size of your team and you can keep growing your members right up until Walk Day!
- **Spread the Word** – Talk about the event and your team to everyone you meet. You never know who you might encounter that has been affected by pregnancy or infant loss and wants to be part of the event. Even if there is no personal connection, your personal story or passion for the one in four will be contagious and no doubt inspire people to join your team! You can also talk to your local newspapers, bloggers or community websites about donating space to help promote your efforts and the Rock & Walk.
- **Advertise** – Use company or neighborhood newsletters, event posters, brochures, e-mail and break-room bulletin boards to advertise your team recruitment efforts. Be creative! Reach out to community groups that you belong to and see if they would help promote your efforts through list serves or e-blasts. Make sure to always include your team name, captain’s name, contact information and the TEARS Foundation, where people can register, in anything you send out.
- **Kick-Off Party** – Host a party or family gathering to sign up team members! This is a great way to share information about the event and your reasons for participating. With everyone in one room it will be easier to create excitement and get people registered right then and there. Please contact admin@thetearsfoundation.org to request materials.
- **Enjoy!** Remember, your most powerful resource when recruiting team members is your enthusiasm for the cause and the event. If you are excited to get started then others will be ready and eager to join you!

TIPS to help build your team...

- Distribute copies of the Sample Fundraising Letter and Email to team members and encourage them to send it to their family and friends. Copies of the samples can be found in this packet. Email is a fast, inexpensive and easy way to get the word out and raise dollars!
- Motivate and inspire your team by sending weekly email updates or making weekly phone calls with the latest event information, fundraising ideas or team success stories.
- Challenge another team to see who can recruit the most members or raise the most money. Friendly competition is always a fun way to help keep your team motivated!

STEP 2: SET GOALS AND FUNDRAISE

Make it Personal: If your team is walking in honor of your baby or for someone who has experienced pregnancy or infant loss, share the story when asking for donations. Also be sure to personalize your webpage on the Crowdrise website with pictures and stories (crowdrise.com/tears and choose your event). This will allow everyone who visits your page to understand your personal connection to the event’s mission.

Set a Goal

The TEARS Foundation’s Rock & Walk depends on participants to raise money from their friends, family, coworkers and employers. Setting a goal will allow your donors to feel like they are helping you reach a specific target. There’s no penalty for missing your goal, so set the bar high!

We encourage each team member to raise at least \$200. This is an easy goal if team members follow the fundraising tips below. And remember, \$200 is just \$10.00 from 20 people, so everyone on your team should not feel intimidated by this goal. If you feel like you want to really challenge your team feel free to set that individual goal even higher.

While hitting fundraising goals are not required, remember that the money raised is going to support families who have lost a child, so more money raised means helping more families.

Fundraise

Ask, ask and ask again! It may sound simple, but an “ask” goes a long way. You’re asking on behalf of others who may not be able to ask for themselves, so feel proud of your fundraising efforts.

TIPS for Effective Fundraising

- Ask one person per day to donate to your team. Your friends, family, co-workers, neighbors, and other acquaintances are all potential supporters. No gift is too small!
- Find out if your company has a matching gift program. Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check into their companies’ policies as well.
- Hold a fundraising event to benefit your team. The sky is the limit when it comes to creativity and can include events such as: golf events, car washes, or bake sales.

For more fundraising ideas see the Top 10 Fundraising Tips Included at the end of this packet.

HOW TO RAISE \$200 IN A WEEK

All you have to do is ASK!

DAY 1 SPONSOR YOURSELF \$25

DAY 2 ASK TWO RELATIVES FOR \$20 = \$40

DAY 3 ASK FIVE FRIENDS FOR \$10 = \$50

DAY 4 ASK FOUR COWORKERS FOR \$10 = \$40

DAY 5 ASK FOUR NEIGHBORS FOR \$5 = \$20

DAY 6 ASK YOUR SPOUSE OR PARTNER \$25

DAY 7 CELEBRATE YOUR SUCCESS! \$200

Plus: Don't forget to use the online fundraising tools to increase your chances of success.

STEP 3: ROCK & WALK

Once Walk Day arrives, your job as a Team Captain is almost complete! Below are steps and suggestions for closing out the Walk on a high note.

Walk Day

- Ensure your team knows where to gather at the event site.
- The Team Captain should collect and turn in any donations to the Registration/Check-In Tent at the event. Please be sure that all donations are accompanied by the proper donation form to ensure credit is given to the appropriate team/participant.
- Take a team photo before the Rock & Walk begins. This is a great item to have to send out to your team members and donors after the event.
- *Thank all of your team members and celebrate your accomplishments! Your efforts have made all the difference!*

Post Rock & Walk Day Follow-Up

- Collect and turn in any outstanding donations
- Send an email to your team with the team photo and a note expressing your appreciation for all of their hard work and pride to have represented them as their captain.
- Submit the team photo to your company's newsletter or local newspaper highlighting the team's accomplishments.
- Send a personal note to your team members and donors thanking them for their support.
- Plan a post-rock & walk event (picnic, party, breakfast) to share results and encourage everyone to join you again for next year's Rock & Walk.

TEAM CAPTAIN PLANNER

12 – 8 Weeks to go...

- Register team online – www.crowdrise.com/tears or www.thetearsfoundation.org/walks
- Create team and personal web pages by logging onto crowdrise page
- Set your team goals (fundraising and team member)
- Begin recruiting team members via email, phone calls and letters
- Find your company’s matching gift policy and encourage team members to do the same
- Begin collecting donations

8 – 6 Weeks to go...

- Hold a team kick-off party
- Continue recruiting team members
- Email your team with important Walk updates and information
- Use company communications or school newsletters to spread the word about the Rock & Walk

6 – 4 Weeks to go...

- Ask team members to recruit two friends to join the team
- Host a team fundraiser – bake sale, garage sale, spaghetti dinner etc.
- Host a recruiting meeting at your home or office and invite potential team members to come and learn more about the event

4 – 2 Weeks to go...

- Encourage team members to follow-up with potential donors that have yet to make a donation to the participant or team
- Contact local newspapers and neighborhood newsletters to share your team’s story with your community and to solicit more team members and donations
- Create an internal competition among your team members to try and inspire increased fundraising in the final weeks
- Send a team email update with a time and place for your team to meet at the event

1 Week to go...

- Be sure you have all the updated details from the event site regarding Rock & Walk Day
- Confirm final time and place meeting details with team members
- Collect and submit outstanding team donations
- Check in with your team to see if they have any unresolved questions about Rock & Walk Day

WALK DAY

- Meet your team at your pre-determined location
- Turn in any additional donations at the registration table
- Take your team photo
- Enjoy the day and celebrate your accomplishments with your team!

1 – 2 Weeks following the Walk

- Follow-up with any outstanding donors and send in remaining donations
- Congratulate team members and thank them for their hard work
- Hold thank you/wrap up party to celebrate the team’s accomplishments and recognize top team members



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SAMPLE TEAM MEMBER RECRUITMENT LETTER

<If you are participating in honor/memory of someone feel free to include a personal story in this letter>

Dear _____,

Did you know that 1 in 4 women experience pregnancy or infant loss? On **[date of walk]**, I am participating in The TEARS Foundation's Rock & Walk to raise funds that will compassionately lift the financial and emotional burden from bereaved families.

I am walking in honor of _____. <Insert your personal story here>

Will you consider joining my team to inspire hope, honor of a child (if you are walking in honor of a child, insert child's name here) and celebrate a life?

The heart of the walk is to let bereaved families know they are not alone, raise funds to support these families and build community awareness about pregnancy and infant loss.

In the United States, an estimated 70 stillbirths occur each day, on average 25,000 each year. Research into the prevalence and causes of stillbirth is ongoing, but meanwhile, many parents suffer this devastating loss, largely in silence, due to persistent stigma and taboo. The TEARS Foundation comes alongside of these families to provide financial, emotional and ongoing support programs.

If you join my team, you will help me collect pledges to walk the track and to “rock” in rocking chairs. 100 percent of the proceeds goes to providing compassionate assistance and ongoing support programs for bereaved families. The TEARS Foundation relies on generous donations from the community to provide these needed services.

Will you join me and become a part of this impact?

Make your mark today and join (Insert team name).

Sincerely,



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SAMPLE FUNDRAISING LETTER

<If you are participating in honor/memory of someone feel free to include a personal story in this letter>

Dear _____,

Did you know that 1 in 4 women experience pregnancy or infant loss? On **[date of walk]**, I am participating in The TEARS Foundation's Rock & Walk to raise funds that will compassionately lift the financial and emotional burden from these bereaved families. It's very special for me to be a part of this event, but in order for me to be successful, I need the support of my friends and family to help me reach my goals.

I am walking in honor of _____. (Insert personal story here).

My participation in The TEARS Foundation's Rock & Walk will not only be providing important financial support to bereaved families, but will also help bring much needed public awareness to pregnancy and infant loss.

In the United States, an estimated 70 stillbirths occur each day, on average 25,000 each year. Research into the prevalence and causes of stillbirth is ongoing, but meanwhile, many parents suffer this devastating loss, largely in silence, due to persistent stigma and taboo. The TEARS Foundation comes alongside of these families to provide financial, emotional and ongoing support programs.

Proceeds from the event will be directed to help bereaved families. My personal fundraising goal is \$ **(recommended \$200 or more)**, and I am confident that I will reach it, but I know I can't do it without your help! No donation is too big or too small, and I appreciate any support you can offer. Anyone is welcome to support my efforts, so please feel free the spread the word to your family and friends. The more people we can involve, the more money can be raised to fund these much needed service.

If you would like to donate online visit [www.\(insert your web page here\)](#). If you would prefer to send your donation by mail please send it to The TEARS Foundation 11102 Sunrise Blvd. E., Suite 112 Puyallup, WA 98374 with my team name (insert team name).

Thank you in advance for your support! Your gift will make a real difference.

Together we can inspire hope, honor of a child and celebrate a life.

Sincerely,



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SAMPLE CORPORATE SOLICITATION/SPONSORSHIP LETTER

<If you are participating in honor/memory of someone feel free to include a personal story in this letter>

Business Name

Contact (if applicable)

Address

City, State, Zip

Dear ,

Did you know that 1 in 4 women experience pregnancy or infant loss? On **[date of walk]**, I am participating in The TEARS Foundation's Rock & Walk to raise funds that will compassionately lift the financial and emotional burden from these bereaved families. It's very meaningful for me to be a part of this event, but in order for me to be successful we need the support of our local business community.

I am walking in honor of _____. (Insert personal story here).

My participation in The TEARS Foundation's Rock & Walk will not only be providing important financial support to bereaved families, but will also help bring much needed public awareness to pregnancy and infant loss.

In the United States, an estimated 70 stillbirths occur each day, on average 25,000 each year. Research into the prevalence and causes of stillbirth is ongoing, but meanwhile, many parents suffer this devastating loss, largely in silence, due to persistent stigma and taboo. The TEARS Foundation comes alongside of these families to provide financial, emotional and ongoing support programs.

Proceeds from the event will be directed to help bereaved families. Our team is working hard to raise funds from our family and friends, but in order to achieve our goals we also need the support of local community partners.

We hope that you will join us as a proud community partner and support our efforts to raise money to support bereaved families and bring awareness to pregnancy and infant loss.

Thank you in advance for your support!

Sincerely,

NOTE: All donations to The TEARS Foundation are tax deductible.

TOP TEN FUNDRAISING TIPS

TIP #1 – TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant for The TEARS Foundation Rock & Walk a personal fundraising page is generated. We encourage everyone to visit their participant center as soon as registration is complete and personalize this page. You can set your fundraising goal, upload pictures and tell your story all on this one page. Then once your page is complete you can send out emails to all of your contacts inviting them to join or donate to your team.

TIP #2 – CREATE A PERSONAL FUNDRAISING LETTER

Whether you choose to send this letter by mail or email, a personalized appeal to friends and family can really go a long way. Since not everyone receiving this letter will be aware of your personal connection it is important to share your story. And remember, to fully maximize your fundraising efforts reach out to not only friends and family members, but also co-workers, neighbors, club members and local businesses.

TIP #3 – DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes triple donations. Check with your company to learn more about their matching gift program and be sure to encourage your donors and team members to do the same. Visit www.matchinggifts.com to see if your company has a matching gift program.

TIP #4 – DON'T BE AFRAID TO FOLLOW-UP!

Sending out one email or letter may not be enough to motivate all of your contacts to support your efforts. As we all know, most people are very busy and, even though they plan to support you, your initial request may have gotten lost in the shuffle of their lives. Sending out a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and motivate them to take action. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

TIP #5 – THINK OUTSIDE THE BOX, THE SKY'S THE LIMIT, SO BE CREATIVE

While there are some great tried and true fundraising tools, such as letter writing and bake sales, creative fundraising efforts will show your supporters that you are working hard to reach your goals. Think of fun ways to involve your co-workers with a jeans day or early/out day, where for a donation of \$5.00 or more employees could wear jeans or have an early/out on a designated day. You can also host a Brown Bag Lunch Day, where you ask co-workers to bring in their lunch instead of purchasing them, and donate the saved funds to your team. Finally place a “change collection” canister or box by the office vending machines and encourage co-workers to spare their change.

TIP #6 – HOLD A RAFFLE

Raffles are great, inexpensive ways to raise money for your team. You could choose to have a raffle for your neighborhood or office and charge \$1.00 - \$5.00 per ticket. Reach out to your favorite local restaurants, supermarkets, gyms or other retailers to see if they will donate prizes.

TIP #7 – DON'T OVERLOOK SIMPLE WAYS TO SPREAD THE WORD

Simply talk to people about what you are doing. Whether you're in line at the grocery store, picking your kids up at school, or around the water cooler, you should always find a way to share your involvement with The TEARS Foundation. You never know who has a connection and will want to help you in your efforts. Also, be sure to always have event materials or brochures with you to hand out to those interested in learning more.

TIP #8 – GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG

Dry cleaners, accountants, doctors, hair stylists and dog walkers, without a doubt appreciate your business and would be happy to support you. Sample Fundraising Letters to get you started are available in this packet and online in your participant center. These businesses or offices would also be a great place to display Walk brochures or donation collection canisters.

TIP #9 – KEEP YOUR TEAM MOTIVATED AND EXCITED

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on the team understands that they play an important role in the success of not only your team, but the entire event! Create excitement through an internal fundraising competition for silly prizes or special recognition on Walk Day. Also be sure to always send out communications to team members sharing news about new team members, fundraising goal progress or other event updates.

TIP #10 – THANK YOU'S ARE VERY IMPORTANT

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. Thank you's can be in the form of an email, handwritten note or phone call, but no matter the form they should be sincere and sent out in a timely manner. Once you have thanked your donors be sure to keep sharing your progress and important milestones (50% of your goal achieved; increase in goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.