



Arthritis Foundation®

Jingle Bell Run



2019 Team Captain Guide

arthritis.org/JBR

#JingleBellRun





Welcome to Jingle Bell Run

'Tis the season to live it up and be jolly for a reason! Be part of the longest-standing, holiday-themed 5K race series anywhere – and fight with us to conquer arthritis! The Arthritis Foundation’s original Jingle Bell Run is a fun way to get decked out and be festive, while racing to raise funds and awareness to cure America’s #1 cause of disability. Put on your favorite holiday costume. Tie jingle bells to your shoelaces. Bring a team of friends, family and co-workers to run or walk, spread smiles and good cheer ... and be a Champion of Yes! 100 percent of your registration fee and fundraising efforts go to this great cause.

We’ve created this guide to help you understand your role in the recruitment, fundraising, engagement and leadership of your team. This guide will answer many of your questions and provide the tools you need to be an effective Team Captain. **You are key to the success of Jingle Bell Run, and we thank you for your time, talent, energy and enthusiasm as we all work together to conquer arthritis.**

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Jingle Bell Run is a fun way to get decked out and be festive, while racing to raise funds and awareness to cure America’s #1 cause of disability. The funds raised are crucial to advance arthritis research—to discover new treatments, and a cure, faster than ever.



Jingle Bell Run is the original festive 5K with a purpose: to raise money for a cure!



Facts About Arthritis

YOU KNOW SOMEONE WHO BATTLES ARTHRITIS.

- Today, more than 50 million Americans have arthritis—that's one of every four adults.
- An estimated 300,000 children – or one in 250 – struggles with arthritis or another rheumatic condition.
- One in three U.S. military service members and veterans has arthritis.

WITH ARTHRITIS, ONE THING CAN LEAD TO ANOTHER.

- Arthritis is the number one cause of disability in the U.S.
- There are more than 100 types of arthritis attacking joints and surrounding tissues – causing pain, swelling, stiffness, decreased range of motion and diminished quality of life. Some types also affect the heart, lungs, eyes, skin and other organs.
- One-third of those with arthritis have anxiety and depression.
- Nearly one in four adults with arthritis has heart disease.
- Among people with arthritis, 19 percent have chronic respiratory conditions and 16 percent have diabetes.

ARTHRITIS TAKES A HEAVY ECONOMIC TOLL.

- Health care services worldwide face severe financial pressures as the number of people affected by arthritis and related diseases increases.
- The cost directly attributed to arthritis treatment in the U.S. is upwards of \$116 billion today – and growing.
- Annually, 172 million work days are lost due to arthritis.
- In a single year in the U.S., arthritis results in more than 100 million outpatient visits, an estimated 6.7 million hospitalizations and 1.3 million knee and hip replacements.



Let's Get Jingling | Embracing Your Role as Team Captain

As Team Captain, you're tasked with forming, building and inspiring your team. From recruiting members and setting fundraising goals to planning team meetings and encouraging each member to do their best, your role as Team Captain is all about leadership and motivation.

Use the Team Captain Checklist to get an overview of your role and responsibilities. Each section of the checklist provides informative tips and links to more detailed information about various aspects of your role. Remember, Jingle Bell Run is a fun, festive event aimed at raising funds and awareness for arthritis, and our goal at the Arthritis Foundation is to make sure you and your team enjoy every moment of planning, fundraising and participating in this annual tradition.

Your Jingling Partners | What to Expect From Your Team

As Team Captain, you provide leadership and motivation to your team. But what can you expect from your team members in return? Each member of your team should be an active participant in the fundraising and planning of your Jingle Bell Run experience. From choosing holiday-inspired costumes to creating motivating signage, your team members can and should be expected to help make your team the best it can be. You and your team members will have an unforgettable Jingle Bell Run experience if everyone does their part.





Jingle Your Way to Success | Building an Effective Team

Team success starts with you! We know you are passionate about the fight against arthritis, so how do you translate your enthusiasm into action and lead your team to reach its maximum potential? Check out our tips for success below!

- 1 Start early, keep going.** The best time to start is today. Now that you have your Team Captain kit, read it cover to cover. The earlier you get started, the more you and your team can achieve. Set an aggressive team fundraising goal, and inspire your team to achieve it. Stay organized and focused. Put time on your calendar each week to dedicate to your responsibilities as Team Captain.
- 2 Recruit the right people.** Selecting team members is one of the most important steps in building your team. Ask friends, family and coworkers you know you can depend on, who have the time to be active participants, and who are excited to get involved.
- 3 Provide leadership.** Being a Team Captain means knowing when to delegate and when to take the lead. Carefully assign tasks to members of your team and hold them accountable for things they have promised to do. Stay organized and committed to your team's fundraising goals as you provide leadership and encouragement to attain them.
- 4 Inspire, motivate and appreciate.** Share inspirational stories at team meetings and through team communication. Support those on your team who have arthritis or are caregivers. Celebrate team members when they register, make a personal donation, reach a fundraising milestone, participate in team fundraisers, etc. Write personal notes, make personal phone calls or recognize them in front of the whole team. No effort you make will go unnoticed or unappreciated.
- 5 Communicate.** The key to building solid relationships and expectations with your team is to keep communication flowing. At your first team meeting, find out how everyone likes to receive communication – email, text, phone calls, social media, etc. The mobile app makes it quick and easy to email your team members. You may want to create a team Facebook page or a weekly team newsletter by email. Find someone on your team with good communication skills, and ask them to take the lead.





Jingle Bell Run | Team Captain Checklist

FORM YOUR TEAM

- Visit [arthritis.org/JBR](https://www.arthritis.org/JBR)
- Click on your state and select your local Jingle Bell Run.
- Select "Start a Team" to begin the registration process.
- Visit the Team Captain Prep Calendar section of this guide to learn more about when to form your team.

RECRUIT MEMBERS

- Recruit team members who want to have a good time and are willing to raise funds for the Arthritis Foundation. Set a goal to recruit at least five members on your first day.
- Ask each potential team member to join your team in person or with a personal message. Most people respond best when asked personally.
- Help all team members register by sending an email from your Jingle Bell Run page or mobile app that includes a link for them to register with your team.

FUNDRAISE

- Set a fundraising goal for your team and each member. Visit the Setting Goals section of this guide to learn more about how to set fundraising goals.
- Ask each team member to raise a specific amount of money to help achieve the team fundraising goal.
- Help each team member achieve their personal fundraising goal by encouraging them to download and use the free Jingle Bell Run app (by Chorus) in the Apple and Google Play stores.
- Ask team members to ask their employers to match their donations.
- Provide your team members with the fundraising tools included in your Team Captain Kit – the Team Member Guide and Donation Collection Envelopes. Make sure they understand they are expected to raise the minimum you set as individual fundraisers.
- Check out the Online Fundraising section of this guide for more details.

LEAD

- Attend the Jingle Bell Run kickoff to get critical event information, learn fundraising tips, turn in collected donations and find inspiration. The kickoff is a great place to meet and network with other people in your community who are passionate about fighting arthritis.
- Host regular team meetings to plan team fundraising activities and ensure your team members have everything they need to be successful.
- Communicate regularly via email, phone calls, texts and social media to coach and motivate your team members to reach their fundraising goals.
- Recognize those with arthritis and caregivers on your team, and encourage them to share their stories to inspire other team members.
- Thank team members for their time and commitment to the fight against arthritis.
- Motivate and encourage your members from start to finish.
- Recognize team members for progressing toward and achieving their goals.

TIP FOR SUCCESS: Take a few minutes to develop a list of 30 potential team members. List twice as many people as you will need.

- Look for busy people. They know how to get things done.
- Find people who are passionate about arthritis, especially people who have been affected by the disease.
- Ask people who like to run or walk in community events and get decked out in their holiday gear
- Visit the [Your Jingling Partners](#) page of this guide to learn more about team member responsibilities.



Remember,
**100 % OF YOUR
REGISTRATION FEE AND
FUNDRAISING EFFORTS**
are used by the Arthritis Foundation
to fund research and provide tools
and resources to help the people
with arthritis in your
community live better.



Arthritis Foundation®

Jingle Bell Run



5 WAYS TO RAISE MONEY

1

Get the Mobile App

Download the Jingle Bell Run app from the AppStore or Google Play to your phone or tablet. It's the easiest way to send email and text all of the contacts on your device. You can also post to social media from the app.

2

Online

Login to your fundraising page and use the online tools to post to social media, send emails, follow-up messages and thank-yous.

3

Social Media

Reach out to all of your friends and connections for support and help spreading the word. Our most successful fundraisers thank donors by tagging them in a thank you post and adding their fundraising page link. It's also a great reminder to those that haven't donated yet. **#JingleBellRun**

4

In Person

Sometimes it's easy to ignore an email, but it's almost impossible to say "no" in person. Ask the local businesses and service providers you frequent! Think dentist, dry cleaner, hair stylist, coffee shop, etc.

5

Letters

A letter shows you've made an effort and also serves as a physical reminder to those you've asked via email. Ask for a donation via check from those who may not be comfortable making an online donation.



Oh What Fun | A Guide to Online Fundraising

Online fundraising is the easiest and fastest way to raise money. As Team Captain, you should become familiar with the mobile app and online fundraising tools found on your Jingle Bell Run team and individual webpages. These tools will help you customize your fundraising webpage as well as allow you send emails, texts and post to social media quickly and easily.

HOW CAN I GET STARTED?

After registering for your Jingle Bell Run event, download the mobile app or use the online portal to personalize your fundraising website. Using the mobile app or online portal, you can:

- Customize your page with photos and text.
- Use the provided templates to send out emails asking friends to join your team or donate.
- Track donations.
- Send thank you messages to donors.
- Easily post about Jingle Bell Run on your social media pages.



TIP FOR SUCCESS: Visit the Team Tools page to explore the many tools available to help you in the online fundraising process. Explain to team members how they can use these tools to help raise funds via email and social media.

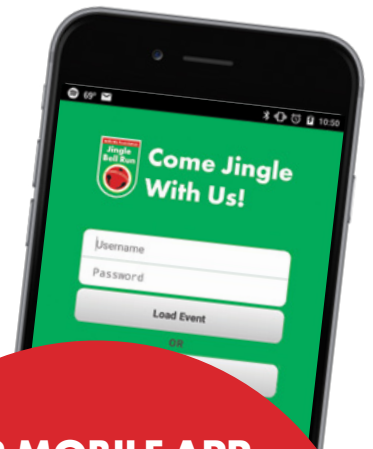
[CLICK HERE](#)

WHAT IS AN EMAIL CAMPAIGN?

An email campaign is a proven method of raising funds and recruiting team members online. Start by sending an email announcing your participation in Jingle Bell Run and asking others to join your team or donate to your campaign. Later on, send a reminder email, letting friends and family know you still need their help. Or send an email update letting everyone know how your fundraising is going and what they can do to help. The more emails you send, the more success you will have raising funds online. Remember, the #1 reason people give is simply because someone asked.

HOW WILL PEOPLE FIND MY WEBPAGE TO CONTRIBUTE?

A link of your webpage will be attached to each email you send using our Jingle Bell Run mobile app or online portal. All recipients have to do is click on the link to go to your personal page, where they can donate, join your team and view the Jingle Bell Run webpages. Your site will also have a personal URL you can customize – it's easy to remember and easy to share with friends.



JBR MOBILE APP

Don't forget to download our mobile app to easily fundraise on the go using your phone or tablet! It's free in the App Store and on Google Play. Just search for Jingle Bell Run (by Chorus). The app is the easiest way to fundraise, send emails, text friends and post to social media from your mobile device or tablet.



Dashing To Your Goals | How to Set Achievable Goals

All money collected during the Arthritis Foundation's Jingle Bell Run is used to fund critical research and programs aimed at helping the 50 million Americans living with arthritis. With your help, your team can successfully reach their fundraising goals. But how do you know what a realistic goal is or how to set these goals?

Below you will find information that will help you set goals for members and for your team as a whole. If you need assistance with setting your recruitment and fundraising goals, please talk with your local staff member. We are here to provide you with the tools and resources you need to succeed.

SETTING A TEAM MEMBER GOAL

As Team Captain, you are responsible for recruiting members to your team. There is no set rule for team size, so choose a member count that is comfortable for you. On average, family & friend teams consist of 15 people.



TIP FOR SUCCESS: If you are a Corporate Team Captain, strive to involve 10-20 percent of your company's employee base. Teams consist of employees, employee's friends, family members and co-workers. The following examples are based on a company with 250 employees.

- 250 employees x 10% = 25 team members
- 250 employees x 20% = 50 team members

SETTING INDIVIDUAL FUNDRAISING GOALS

Each member of your team is expected to take part in the fundraising. You can help by setting an individual goal for your team members. A reasonable goal for fundraising is \$150 per member. However, as Team Captain, you can decide to raise or lower your goals as you see fit.

Remember that registration fees count towards team and individual fundraising totals. Use the Goal Worksheet in this guide to help calculate your team's fundraising target.



TIP FOR SUCCESS: Determine how much each of your team members will be able to raise individually through personal asks, matching gifts, online fundraising, etc. Take an average of that number to find the best individual fundraising goal.

SET YOUR TEAM FUNDRAISING GOAL

Once you have established your team size and your individual fundraising goal, you can begin to set fundraising goals for your team.

Take your individual goal and multiply it by the number of members on your team.

- 25 team members x \$150 = \$3,750 fundraising goal
- 50 team members x \$50 = \$2,500 fundraising goal



TIP FOR SUCCESS: Involve your team members in the goal-setting process. Explain how goals are set and utilize the Goal Worksheet in this guide to help members feel comfortable with each target you set.



Jingle Bell Run | Team Fundraising Goal Worksheet

How does your Jingle Bell Run team set an attainable fundraising goal? It's easy to think big if you break achieving your team fundraising goal into smaller steps. Use this worksheet to determine how much your team can raise. Contact your Arthritis Foundation staff partner for additional ideas and support.



MEET WITH YOUR TEAM - Fundraising is the entire team's responsibility. Gather your team to discuss contacts, resources and strategies that can increase your team's fundraising success.



BRAINSTORM TEAM FUNDRAISERS - What fundraising activities interest your team? How many fundraisers would your team like to do? Were past fundraisers successful? If so, how can you improve them for this year?



ADD IT UP - Use the table below to record individual and team goals and to determine your team's fundraising goal.

Type of Fundraising	Planning			Team Goal
Individual and Online Fundraising <i>(pre-event)</i>	Team Member Name	Fundraising Goal	Actual Raised	\$
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
		\$	\$	
Team Fundraising <i>(pre-event)</i>	Fundraising Activity	Fundraising Goal	Actual Raised	\$
		\$	\$	
		\$	\$	
		\$	\$	
Team Fundraising <i>(post-event/year-round)</i>	Fundraising Activity	Fundraising Goal	Actual Raised	\$
		\$	\$	
		\$	\$	
		\$	\$	
FUNDRAISING TOTAL				\$



Team Captain Prep Calendar

NOW

- Download Team Captain Guide.
- Download the mobile app.
- Update your personal and team fundraising pages.
- Recruit team members.
- Set your team and personal fundraising goals.
- Start your fundraising (send emails, post to social media).
- Brainstorm team fundraising ideas.



SEPTEMBER – NOVEMBER

- Follow up on fundraising emails and letters.
- Post to social media as a way to recruit team members and fundraise.
- Assign tasks to team members. These could pertain to recruiting and fundraising.

SIX WEEKS OUT

- Share plans for the day with friends and family. Invite them to join your team!
- Continue to post to social media (recruiting and fundraising).
- Promote your event, post signs and fliers throughout your community.

WEEK OF JINGLE BELL RUN

- Send out reminders to your team (schedule, location, last-minute fundraising ideas).
- Send emails asking for donations.
- Promote Jingle Bell Run on social media using #Jingle Bell Run.

JINGLE BELL RUN

- Have fun!
- Frequently update your progress throughout the day on social media using #JingleBellRun.
- Send emails asking for donations.
- Thank your donors and participants.

