



Team Captain Handbook

2024 Vitality 5K Walk



www.ParkinsonRockies.org/Vitality

Denver: Sunday, June 2, Washington Park

NoCo/Longmont: Sunday, June 9, Sandstone Ranch

Pueblo: Saturday, June 22, Lake Minnequa Veterans Memorial Park

Casper, Wyoming: Saturday, July 13, Restoration Church

El Jebel: Saturday, Sept. 28, Crown Mountain Park

Virtual Vitality: Fundraise Online and/or Walk in Your Area

Welcome Team Captain!

Congratulations! Forming a team and participating in the Parkinson Association of the Rockies (PAR) Vitality 5K is a great way to give back. Forming a Vitality 5K team is a great way to support, honor, or memorialize a loved one as well. No matter how many team members you recruit, you should feel good knowing that your team is making a difference to help those in Colorado and Wyoming with Parkinson's as well as the families and loved ones who support them.

Get started today and invite others to join your team!

Registering a Team

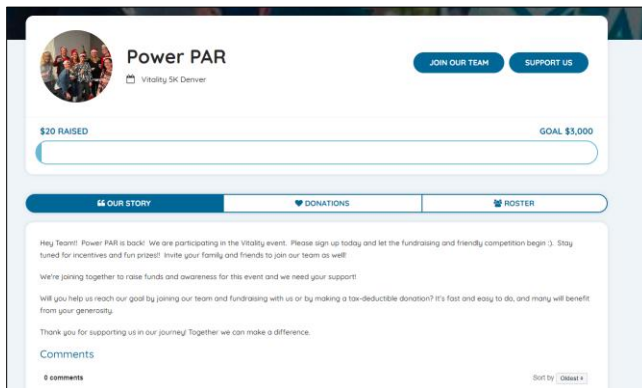
To register a team for the Vitality 5K, visit www.ParkinsonRockies.org/Vitality. Click the walk location for your team, and then follow the prompts or see the instructions on page 6 of this handbook.

TIP: Give your team a fun, personal, or recognizable name. Consider a theme with costumes to add to the fun of the walk.

Personalizing Your Team Page

After registering, your Team Page will display. To login to the page again, simply visit www.parkinsonrockies.org/vitality and click the person icon in the upper-right corner.

Customize the Team Page to your liking with a team photo, a blurb about your team, why you are raising money for Parkinson Association of the Rockies, and your fundraising goal.



- Your Team Page tracks your team members, donations, and fundraising efforts.
- Use the icons across the top to access your team page, personal fundraising page, and dashboard.
- This is a good place to share your personal connection to Parkinson's.
- For a new team, you might want to use a photo of yourself for a family team or a company logo for a corporate team.
- For an existing team, use photos from a previous walk. Call the PAR office if you need help finding a team photo.

Recruiting Team Members

On your Team Page, click Settings to find your Team Link to send to your network of friends, neighbors, family, and coworkers. The link will prompt them to register for your team.

Copy the link and paste it into an email message to your network.

- Be sure to personalize the message with how Parkinson's and/or Parkinson Association of the Rockies has impacted you. If you need details on PAR, visit parkinsonrockies.org.
- Remind your participants that they need to raise or donate \$75 for an event T-shirt.
- Use your personal email to contact your network. (Your network is more likely to open and respond to personal email than the messaging provided by the system.)
- When compiling a list of those in your network, be sure to consider coworkers, company vendors, family members, friends, neighbors, personal vendors (such as a hairdresser), and any clubs to which you belong.
- For corporate teams, hold an internal kickoff or recruitment day to excite employees about joining the team.
- When team members receive their own fundraising link, encourage them to share this link with their network to raise money and expand your team.

Team Fundraising—Online!

As a Team Captain, consider yourself to be the chief fundraiser! Monitor your personal and team progress, and then raise your fundraising goal as needed.

Participation in the Vitality 5K is free—the event relies on fundraising among teams and individuals. To encourage fundraising, PAR is offering the following incentive levels:

- \$75 = 2024 Vitality T-shirt
- \$250 = Vitality T-shirt and Gym Bag
- Bonus: Every \$500 Raised or Donated = 1 Drawing Ticket for a Grand Prize

For successful fundraising, remember the following:

- **Personal email:** Use your personal email to ensure that your message doesn't go into spam.
 - **TIP:** For people in your network who may not check email regularly, be sure to call or text to let them know about your team and fundraising efforts.
- **Your network:** Reach out to your entire network by email, text, and social media using your Page Link (available under Settings on Your Page).
 - Include friends, family, coworkers, neighbors, and others you are in contact with.
 - Encourage everyone to register for the walk, join your team if appropriate, and/or donate.
 - Share the incentive information, especially the \$75 needed to receive an event T-shirt.

- **Your story:** Be sure to include a compelling story about your connection to Parkinson’s and Parkinson Association of the Rockies.
- **Fundraising goal:** When you start to reach your fundraising goal, **raise your goal** so that potential donors are still encouraged to give.
 - To help promote your fundraising goal, look for information that will appeal to your network.
 - For help, click the Resources tab or About Us to learn more about Parkinson’s disease and the free services provided by Parkinson Association of the Rockies.

Team Fundraising—Offline!

Aside from donating online, teams might want to fundraise in real life. You can then donate the funds to your team. Again, be sure to share your personal connection to Parkinson’s during any fundraising activities. Consider the following ideas:

- **Bake Sale:** Hold a bake sale at work, church, or school or sell donuts, bagels, and coffee in the morning.
- **Book Sale:** Declutter those bookshelves and hold a used book sale.
- **Brown Bag Lunch Day:** Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you.
- **Drawings/Silent Auctions:** Ask a local merchant to donate a prize, such as a restaurant gift certificate, and use it for a drawing or silent auction.
- **Dress Down Days:** For those companies that still have a dress code: Ask your company to conduct a Dress Down Day for employees. Designate a day, a series of days, or a week and charge employees to dress casually for the day. Give discounts if people want to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button or sticker that gives them the privilege of going to work dressed casually on a designated day.
- **Fundraising Parties:** Host a fundraising party for your Vitality 5K Team. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. Include a drawing and/or a silent auction. Restaurants are generally willing to offer space on Mondays and Tuesdays.
- **Garage Sale:** Hold a garage sale in your company parking lot or at your home and have all your friends, coworkers, and team members bring items from their homes to sell.
- **Mini Snack Bar at Work:** Set up an inexpensive snack bar and donate the proceeds to your fundraising goal. Depending on the preferences of your coworkers, consider trail mixes, dried fruit, chips, cookies, juice, soft drinks, and water.
- **Movie Night:** Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.
- **Pre-Parties:** Schedule a party to recruit members for your Vitality 5K Walk Team. Share with your friends, family, neighbors, etc., why participating in this event is important to you, and

have them register for your team. Make it easy by having an iPad or your computer ready to process an online registration. Remember, if they are not available on the day of the Walk, they can still join your team and fundraise through their network.

- **Promote Yourself:** Use outlets such as your social media, corporate newsletter, and bulletin boards to promote your team and the cause. For example, create a fun Facebook post with a picture of last year's team, the amount raised, and how it helps people. Publicity helps generate donations.

Thanking Your Team and Donors

Be sure to thank your team members and donors in the form they are most comfortable with, whether that is text, email, phone, or handwritten note. Be sure to show appreciation along the way, and send a final thank you to all participants and donors.

Team Captain Sample Timeline

You can build a successful team in six weeks by following this timeline!

- **Week 1:** Register your team and invite team members.
- **Week 2:** Continue building your team through in-person activities, social media, email, text, and phone. Consider holding a kickoff party with your family, neighbors, or coworkers to encourage signoffs.
- **Week 3:** Encourage team members to fundraise by asking 10 friends to match their personal donation that week!
- **Week 4:** Continue building your team, fundraising through your network, and encouraging team members to fundraise. Be sure to follow up with anyone who has not yet responded.
- **Week 5:** Incentivize team members to fundraise by, for example, offering a gift card drawing to those who bring in five donations or send 10 emails.
- **Week 6:** Ask all team members to send a **final reminder email** to family and friends who have not yet donated. In today's busy world, it often takes up to three emails to get someone to act. Remind them to post a final notice for donations on social media as well.

Email Samples

If sample fundraising and recruiting emails are helpful to you, request them from Kelly Anton at Kanton@ParkinsonRockies.org. Sample emails include:

- Recruit team members from your family and friends
- Recruit team members from work
- Find team members through social media
- Thank you messages

Good luck with your team and reach out for support anytime!

Registering a Team

1. Visit ParkinsonRockies.org/Vitality and click Register Now.
 - **Returning Users:** Click Login to Your Account below and enter your login and password from 2023. (Click Forgot Password if necessary and follow the instructions.)
 - **New Users:** Create a login and password, and then follow the prompts to get started.
2. Select Walker for Participant Type.
3. Select Create a Team.
4. Select Corporate or Family Team.
5. Enter the Team Name and Team Fundraising Goal.
 - The team goal is different from your personal fundraising goal.
 - Each team member, including the team captain, creates their own fundraising page and goal.
 - Please enter a Fundraising Goal, which includes the donation amount you plan to make.
 - The goal amount and progress displays on your Personal Fundraising Page.
 - You may raise (or lower) this amount at any time.
 - **PRO TIPS:** Make your donation first to get the ball rolling and inspire others. As you approach your fundraising goal, we encourage you to raise it to continue encouraging donations.
6. Click Continue to Next Step.
7. Complete the other details below, then click Save & Add Another Participant or Continue to Confirmation. To register more people, you need the following information:
 - First and last name
 - Relationship to you
 - Email address (use yours if necessary)
8. Please review your information below; click Make Changes to edit any information. When you're finished, click Complete Registration.