Corporate Team Captain Fundraising Guide

We are so glad that you decided to join us as a Corporate Team Captain for the Virtual Lupus Loop & Walk to End Lupus Now Eastern PA. Forming a corporate team is a great way to support the mission of the Lupus Foundation of America, Philadelphia Tri-State Chapter and to help solve the cruel mystery of lupus.
You’ll build comradery, develop leadership skills, promote health & wellness, and offer your friends and family a fun way to support a good cause.

Your Role as Team Captain
A successful team needs a strong captain who can maximize their fundraising during the campaign.

You are responsible for recruiting and motivating your team. Communicate clearly with your Team Members and let them know exactly what you need them to do to reach your team’s fundraising goal.

If you have initiated your company’s involvement with the Lupus Loop, it is important to secure senior management’s support to help launch a company-wide campaign. This will make your fundraising even more effective.

Step-by-Step to a Great Campaign
The step-by-step information in this guide will help you execute a great Loop campaign. Make your job easier by managing your team online at www.lupusloop.org.

Let’s Get Organized
The first step is to get your core team together.

- Contact Brendan (bheine@lupustristate.org) and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources, and next steps.
- Set up your team fundraising page on www.lupusloop.org.
- Send an email to your friends and family announcing that you’re fundraising for the Lupus Loop and encourage them to join your team. You can also recruit Team Members via social media by posting your message on Facebook or Twitter.
- Start with a goal of recruiting at least 10 people to your team.
- Encourage leadership to send an email to the employee base announcing the campaign & details.
- Strive to recruit one captain for every 50 employees. Be sure to recruit across departments, shifts, and locations, if applicable.
- Encourage employees’ families to join their team as well.
- Check with your Human Resources department at work for more information about a company matching gift program.

Plan 3 Months Before Walk Day

- Host an employee kickoff to recruit team members and build momentum. Ask top level executives to attend and encourage employees to register online & begin fundraising.
- Contact your public relations or marketing team for help with event promotion.
- Promote the Lupus Loop and your team’s fundraising efforts on your company’s Facebook page. Share a team photo, your goal, and instructions for people to register or support the team.
- Post information about your team, with your contact info in the break room, kitchen, and other common areas.
- Send updates every few weeks to celebrate the team’s progress and online registrations.
- Arrange for fun incentives to motivate the team (i.e. free lunch, dress down day, extra vacation day, etc.).

These guidelines were created before COVID-19 emerged. Please use the CDC guidelines, as well as your best judgment, regarding mask-wearing & social distancing so that your fundraising efforts are both fun AND safe.
Fundraise 2 Months Before Walk Day
Encourage fundraising – contact your Team Members to gauge progress and share successful tactics.

- Encourage your team members to raise $250 in 10 days by asking 10 people to donate $25. Remind them to utilize their social media to fundraise and the great incentives they’ll earn.
- Utilize your company’s email, message boards and intranet, newsletters, and staff meetings to encourage online fundraising.
- Check in with Team Members at least twice a month. Encourage fundraising and celebrate mini-milestones with team-wide emails. Update the progress of the team and make it a daily or weekly competition. Give a prize to the most successful fundraiser each day or week.
- Update your team webpage with success stories and progress.

One Month Before Walk Day
- Send a save-the-date message to everyone in the company, encouraging registration & fundraising.
- Call or email Brendan to review results to date and strategize other fundraising opportunities.
- Announce fundraising progress and remind the team of the company’s goal.
- Renew efforts to secure company suppliers and local businesses to support the team.
- Invite top level executives to attend the Lupus Loop.

Leading Up to Walk Day
- Assess fundraising efforts and strategize on last-minute fundraising opportunities.
- Confirm with your Team Members when they will arrive and what they will bring.
- Check the weather and let Team Members know if they should prepare for sun or rain.
- Email and post when and where Team Members will meet and how to turn in any cash or check donations.
- Communicate with Brendan about capturing photos of your team for post-walk promotion.

After Walk Day
- Send thank-you notes to all your Team Members, donors, and supporters with the results and thank them for their personal fundraising efforts.
- Encourage Team Members to send a follow-up email to those who didn’t donate. Share your walk experience and provide them one more chance to donate.
- Collect and turn in all outstanding donations and matching gift forms.
- Encourage Team Members to complete the post-walk survey sent by the Lupus Foundation of America Philadelphia Tri-State Chapter.
- Host a post-walk meeting with Team Members to secure their support for next year.

Recognition
The Lupus Foundation of America Philadelphia Tri-State Chapter appreciates and acknowledges the efforts and accomplishments of each participant. Check out our website at www.lupusloop.org for details on more great incentives.

Partnership Opportunities
Corporate sponsors are key to the success of the Lupus Loop. Each year, major corporations, local companies, and small businesses in the Philadelphia Tri-State area sign on as sponsors of the Lupus Loop.

To learn more about sponsorship opportunities, visit the Sponsorship under the About the Walk tab at www.lupusloop.org.

We encourage you to invite as many people as possible to join in the fun. Having more team members means you’re more likely to fundraise more effectively. Also, your fundraising potential is even higher because more people are fundraising toward a common goal. You’re all in it together!

As a Corporate Team Captain, you play a large role in your team’s success. It is an important job, and we are here to help you make sure your team is successful and has a rewarding experience!
Fundraising Worksheet
Use this handy worksheet to determine your fundraising.

Team Member Goal - # of people (co-workers, department leaders, shift leaders, family, friends, neighbors, classmates, fellow group members, etc.) to join your team = ______________ (number of participants).

List who you plan to recruit to join your team:

____________________________
____________________________
____________________________
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# Team Members x $100 participant goal = ______________

Personal Donation/Executive Challenge – Challenge others to match your personal donation. Encourage your executives to donate and challenge the other executives to match the donation.

What will be the challenge amount? ____________ x # of challengers _____________ = $___________________

Fundraising Events – Pick two or three high-yielding events to get the campaign started and use these events to register more participants for your team.

1. Event ____________________________ Goal $_________________________
2. Event ____________________________ Goal $_________________________

Vendor Campaign – Access your company’s vendors. It’s an effective and easy way to build support for your team’s fundraising goal. Speak with whomever works with your company vendors (CFO, accounts payable, etc.) about participating. The person that works directly with the vendors can write letters to the companies whose services you utilize every day.

Matching Gifts/Volunteer Grants – Check with your employer to see if matching gifts/volunteer grants are available.

Total Team Goal

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<tr>
<th>Team Member Goals</th>
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<td>Personal Donation</td>
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<td>Executive Challenge</td>
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<td>Matching Gifts</td>
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