

# **Team Hope Walk for HD**

*Where we have been. Where we are going.*



# Welcome

- o **To Team Hope Walk for HD 2009!**
- o **Jana Wilcox, National Manager**



# Today's Goals

- Goal #1: Share with you
  - The Vision of the Walk Initiative
  - Provide a brief history of the campaign & lessons learned
  - Review What's new for 2009
  
- Goal #2: Provide some implementable teambuilding tips
  - Goal-Setting & Planning
  - Recruiting Walkers
  - Fundraising
  
- Goal #3: Getting to know each other through
  - Interactive dialogue
  - Q & A



# Our Vision

## ○ Create A Signature Campaign

- A National Identifier that lets everyone know “who we are” and “what we stand for”
- Mobilizes the HD Community

## ○ Generate Revenue

- Number one, overarching goal
- A new, national revenue stream
- A key source of sustainable income

## ○ Community Presence

- Generates mission awareness and Promotes the Society
- Make inroads into both the National and Local communities

## ○ Synergy Creation

- An inclusive event that everyone can participate in
- A true partnership between volunteers, staff and our communities.



# Where we have been.

- **2009:**
  - Sites: 25
  - Walkers: 4,000
  - Income: \$400,000
  
- **2008:**
  - Sites: 10
  - Walkers: 1,500
  - Income: \$195,000
  
- **2007:**
  - Sites: 2
  - Walker Goal: 200
  - Income Goal: \$75,000



# Lesson's Learned

- Teams = \$. Try to focus on the proactive recruitment and management of teams.
- The more committee members the merrier. Recruit to task.
- Mobilizing the HD community is a required success factor.
- Networking over cold calls.
- Focus more on Fundraising than Logistics.
- Take advantage of volume buying through using national materials. (also saves time and efforts).
- Online personal pages is #1, followed by letter-writing and in person asks.
- Social network to find other families.



## What's New for 2009!

- A “brand” new look and name!
- Our first national partners!
- Great new materials.
- Online incentives including t-shirts.
- An expanded website right on our homepage.
- More social networking than ever before.
- 15 new initiative sites.
- A great focus on Team Management especially the Goal Setting & Planning phase.



# Take-Home Team Tip.

- **What is a Team?** A Team is a group of 4 or more individuals who join together to **raise money** to further the mission of HDSA.
- **Why are Teams so important??:** Simply, Walk Teams are **the most effective** way of recruiting walkers to fundraise. Corporate Teams are a way to reach a large numbers of people who understand the “team” concept. Family Teams provide a way to harness the passion and power of the HD Community.
- **What is the one thing I can do this year to build my teams???** Manage your teams to success.





## About Team Management?

- Team Management is how we help our teams reach their goals and begins as soon as a Team Captain registers.
- It is a way to help your teams recruit more walkers and raise more money.
- Part 1 involves helping them to set a goal and create a plan to achieve it.
- Part 2 involves helping them to implement their plan.
- Today, we want to focus on Goal Setting & Planning as if this is done with every team, we would see at least a 15% growth in revenue.



# Goal Setting & Planning

- **Plan to Succeed**
  - Make it a goal to have every team set a goal and create a simple team plan achieve it!
- **Set A Goal Based On Potential**
  - Motivate your teams to think about what the can achieve!
- **Use the Averages as a Guide**
  - Set Team Walker Goal (i.e.: 20% - 50% of the employee base).
  - National Walker Average: \$100.
  - Team Fundraising Goal = Walker Goal X National Walker Average (\$100).
  - Add all other projected income sources (i.e., sponsorships, wrap-around vendor letters) to create your overall goal.
- **Focus on the following two areas**
  - Team Member Recruitment
  - Fundraising



# Team Member Recruitment

## ○ Team Co-Captains

- Recruit multiple team co-captains based on your Team Walker Goal (1 Team Captain = 10 walkers).
- If a corporate team, be sure to recruit a team captain from each department, floor, location, etc.

## ○ Team Member Recruitment

- Besides direct asks from Team Captains, think about ways you can recruit additional team members.
- Ask every team member to recruit a friend. Think about groups you belong to & talk about the team at the next meeting.
- For Companies: Get senior management's support. Have your President send out a memo to all department heads asking them to identify department team leaders & ask their employees to join the team and HD!
- Use email, newsletters, payroll stuffers & faxes to promote the Walk. Don't forget to promote on-line registration.
- Hold a Rally to kick-off the Walk & let everyone know how to join the fight against HD.



# Fundraising

- **Walker Fundraising – Beat the Average**
  - Beat the Average – Make it a goal that each member beats the \$100 average.
  - Ask every team member to either use their online fundraising page or conduct a letter-writing campaign.
  - **Based around two Calls To Action (one during the first year).**
    - Wrap Events - Use these team or customer fundraising events like a bake sale to boost your bucks!
    - Vendor Pledge Letter – Ask your organization to ask their vendors to participate or sponsor the team.
  - **Use Team Incentives**
    - Use incentives to increase walker recruitment and fundraising.
    - Design a team T-shirt that each team member can wear at the Walk.
    - Have incentives that recognize your top captain and fundraiser.
    - Make incentives fun such as: use of the President’s parking space, a day off or a dept. pizza party.



# Putting it all together

- **Write it Down**

- After your Team Sets a goal, send them a quick note that captures what you discussed.
- Save this in a notebook and refer to it when you talk to a team captain.

- **Helping Your Teams Reach Their Goals** - Now that your teams have a goal and plan to reach it, your efforts can be focused on helping them to be successful. To accomplish this, it is important to have ongoing communication with your Team Captains to provide them with helpful tips, keep them motivated & get to know them better. See below for some ideas.

- Phone – Call your teams’ captains at least once a month to check in. Ask them how they are doing with their plan.
- E-mail – Send a quick e-mail to say hi at least once a month. Offer a simple tip in each e-mail.
- Newsletter – Create a monthly newsletter starting in June. Highlight a team in each. Call for samples.



# The Next Steps

- Q&A Today
- Ongoing support & resources:
  - Talk with Jana during this conference
  - Call Jana at 1.877.Walk4HD ext. 18
  - E-Mail: [Jwilcox@hdsa.org](mailto:Jwilcox@hdsa.org)





**THANK YOU!**