



Team Hope, 5Ks & Marathons

HDSA 29th Annual Convention

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Why We Walk



- The Team Hope Walks are the largest grassroots fundraising events benefiting HDSA.
- Team Hope Walks enable all of us in our local communities to come together and walk in solidarity, to raise awareness, and raise vital funds to support the mission of HDSA.
- Team Hope Walks benefit the local chapters and affiliates and their local programs, as well as support national programs like HDSA's 21 Centers of Excellence, our 160 support groups and the 40 social workers throughout the United States, just to name a few.



Since Team Hope's Inception...



- Since Team Hope's inception in 2007, participants and sponsors have raised approximately \$6 million through Team Hope Walks for the mission of HDSA.
- The 2014 Team Hope Walks are off to a great start! So far this year:
 - 37 Team Hope Walks have taken place (out of the 105 planned).
 - Over 5,500 people have participated in Team Hope Walks so far this year.
 - As of May 1st, the Team Hope community has already raised over \$310,000.
 - We are well on our way to our collective goal of \$2 million with the majority of Team Hope Walks coming up this summer and fall.



What's New With Team Hope in 2014?

- HDSA is constantly developing new Team Hope resources for the HDSA community to take advantage of, including...
 - A renovated Team Hope Walk website with updated resources, materials, functionalities, and trainings to help the HDSA community plan new Team Hope Walks and grow our current walks with more fundraising and awareness.
 - FirstGiving integration for specific walk pages hosted on the Team Hope National Website!
 - Five Team Hope training webinars have taken place since January, all of which are available on the Extranet and Team Hope website.
 - Six editions of the Team Hope newsletter “Footprints” have gone out since January, promoting each month’s Team Hope walks and offering fundraising tips and advice, reaching over 25,000 people across the country!



Looking Ahead – Join Us!



- We have 68 Team Hope Walks still coming up in 2014.
- Of those 68, we have several walks happening over the next few weeks, including in:
 - York, PA (Happening This Weekend!)
 - Central Illinois (Happening This Weekend!)
 - Noonan, ND
 - Columbia, MO
 - Hilliard, OH
 - Sacramento, CA
 - Duluth, MN
- We also have major market Team Hope Walks coming up in New York City, Los Angeles, Boston & Washington, D.C this fall!
- Please join us at one of the above Team Hope Walks! Don't see a walk near you? Don't fret! Check out the Team Hope website for a full listing of upcoming Team Hope Walks or contact me to get one started in your own community!



Want To Start Your Own Team Hope Walk?

- Volunteering to coordinate a Team Hope Walk in your community is a GREAT way to accomplish a few things:
 - Raise awareness in your local community about Huntington's disease (HD).
 - Raise money to support the mission of HDSA to improve the lives of everyone with HD.
 - Get involved in an incredible non-profit who has the most energetic and enthusiastic volunteers.
- Coordinating a Team Hope Walk is EASY.
 - Coordinating a Team Hope Walk simply involves choosing a date, a walk site/venue, forming a committee, recruiting participants, soliciting sponsors, and coordinating day of the walk logistics.
 - You'll have the support of both your regional HDSA staff as well as the Team Hope Walks Manager.



First Steps

- If you are interested in coordinating a Team Hope Walk in your local area, please follow the below first steps:
 1. Email the Team Hope Walks Manager (cjredfern@hdsa.org).
 2. Check with your town on the walk date availability and venue for your walk.
 3. Review the Team Hope Walk Interest Packet, sent to you by the Team Hope Walks Manager, which is a brief overview of the first steps you need to take, like the ones in this presentation.
 4. Fill out the Team Hope Walk Information Form (included in the Team Hope Walk Interest Packet) with the proposed walk details and your contact information, and email it back to the Team Hope Walks Manager (cjredfern@hdsa.org).
 5. Start putting together your committee.
 6. The Team Hope Walks Manager and your local HDSA staff will email you a comprehensive and thorough Team Hope Walk Volunteer Coordinator Manual to guide you through every step of the way.



Walk Timeline



- Below is a simplified walk timeline:
 - 8-12 Months Before Desired Walk Date
 - ✓ Contact the Team Hope Walks Manager.
 - ✓ Pick a date and venue.
 - ✓ Form a walk committee.
 - ✓ Submit the Team Hope Walks Information Form.
 - ✓ A walk website will be created for you.
 - ✓ Review the Team Hope Walk Volunteer Coordinator Manual.
 - 6-8 Months Before The Walk
 - ✓ Start soliciting sponsors with your customized Team Hope Walk Sponsorship Packet, sent to you by the Team Hope Walks Manager and found on the Extranet.
 - ✓ Begin recruiting teams and participants through mass e-blasts, flyers at Centers of Excellence and Support Groups, etc., and make sure all participants receive the Team Hope Walk Participant Packet, available on the Team Hope Walk website and Extranet.

Walk Timeline



➤ Timeline continued

• 4-6 Months Before The Walk Date

- ✓ Market the event through press releases and donated radio, TV, and newspaper time, PSAs and advertisements.
- ✓ Add your walk to local community calendars and news boards.
- ✓ Solicit in-kind donations for prizes, raffles, and day of walk needs (like tables, chairs, etc.).

• 1-2 Months Before The Walk Date

- ✓ Confirm day of walk schedule, volunteers, responsibilities, etc.
- ✓ Order T-Shirts.

• Day of Walk

- ✓ Set Up
- ✓ Registration
- ✓ Walk!



Team Hope Fundraising



- Sponsorships
 - Corporate Outreach Committees
 - Vested Interest
 - Sponsorship Levels
 - Building & Cultivating Sponsors
- Grants
 - Check out local community grants and volunteer programs that award cash grants for volunteer hours...
 - Most companies open up their grant applications in January or February, so be sure to check the organization website for more details in the late fall of 2013 to be prepared for the 2014 season!
 - Example Grants To Apply For:
 - Kohl's
 - Bank of America
 - Boeing
- Matching Gifts
 - Make sure you and your donors are applying for matching gifts! Ask your company or an HDSA Regional Director for more information, or if you have any questions.

Team Hope Fundraising



- Participant & Team Fundraising
 - Register and start fundraising for your Team Hope Walk as soon as possible, preferably six to eight months before the walk date.
 - Set a fundraising goal for yourself.
 - As soon as you register, download and read the Team Hope Walk Participant Packet Don't be afraid to ask! Reach out to your family members, friends, co-workers, businesses you frequent, etc., to donate. The best way to get a donation is to ask for a donation! Ask early and often!
 - Be sure to ask face to face, via email, through your social media accounts, FirstGiving blasts and letter writing campaigns on a regular basis. You can easily double your donations online!
 - Plan a wrap around fundraiser to help you raise money for the walk. You can do a car wash, bake sale, dine in for a cause, in your genes, office pot luck, etc. Ask your HDSA Staff Team for more ideas!



Adding A 5K Component To Your Team Hope Walk

- Logistics that Drive Fundraising Success
- Marketing and Promotion
- Fundraising



5K Events – Logistics That Drive Fundraising Success

VIP Experience

- VIP Area
- Special Parking

Making It Memorable

- Faces Signage
- Onsite Activities



5K Events – Marketing and Promotion

Marketing Pieces:

- Website: First Giving
- Rack card/postcard/brochure/flyer distribution

Event Promotion:

- Running Stores/Clubs
- Community Calendars listings
- Local Publications
- Engage Media Sponsor(s)
- Cross promotion with other 5K events
- Social Media



5K Events – Fundraising

Sponsorship

- Pharmaceutical Companies
- Companies providing service to the HD community
- Companies connected to the running community

Registration Fee Structure

- Early Bird/ Regular/ Late or Day of Event Registration Fee
- Age structure
- Convenience fees

Additional Revenue

- Online Fundraising
- Offline Fundraising
- On-site Sales



Running to Cure – Runners/Walkers Raise Funds & Awareness

- Can work with any 5K/10K/Half-Marathon/Marathon/Relay, etc.
- Participants create a FirstGiving personal fundraising page
- Can be an individual or team fundraiser
- Encourage a fundraising “minimum” to participate
 - Customize fundraising webpage
 - Send email to friends/family/coworkers
 - Follow-up
 - Provide training and fundraising updates
 - Suggest wrap-around event such as “guest bartender” or fundraising night at local restaurant
- Secure in-kind donations to offer as incentives to participants



06-01-14



Huntington's Disease Society of America



San Diego CHAPTER



Join our Team to Cure HD on Sunday, June 1, 2014 and run one of the most scenic marathon and half-marathon courses in the country. You can make a real difference in the fight to end Huntington's disease, one of life's cruelest diseases. All proceeds support HD's fight to improve the lives of those affected by HD and their families.

Huntington's disease (HD) is a fatal degenerative brain disorder that elicits all of the worst symptoms of ALS, Alzheimer's and Parkinson's diseases combined. And children with a parent of HD must live with the knowledge that they have a 50-percent chance of inheriting the "devil of all diseases."



What is HD & HDSA?

Join our team in the fight to end Huntington's disease!

Raise \$1000 by May 4, 2014 and receive the following benefits:

- Complementary race entry
- Nike running shoes
- Nike running jersey
- Two (2) tickets to LEGOLAND
- Two (2) tickets to the 2014 Shoot To Cure HD
- VIP race day experience
- Pre-race pasta dinner on Friday, May 30, 2014
- Personalized fundraising website and support to reach your goal



Fundraising Deadline



Participation Incentives

Name _____ Running in honor of: (optional) _____

Address _____ City _____ St _____ Zip _____

Phone (____) _____ E-Mail _____

T-shirt Size _____ Shoe Size _____ D.O.B ____/____/____

Yes, I am committed to raising a minimum of \$1000 by May 4, 2014. Signature _____

To register, please fax this form to (619) 225-2277 or mail it to P.O. Box 19524, San Diego, CA 92159-0524 or email it to hjohnston.hdsa@gmail.com. For more information, call 619-225-2255 or visit www.hdsa.org/sd. To make a donation to a Team HD runner go to www.firstgiving.com/hdsa-sdca/2014san-diego-rock-n-roll-marathon. Non-Profit tax ID# 13-3349872



Signature required for participation



Huntington's Disease Society of America

Sample FirstGiving Page



Huntington's Disease Society of America



1 San Diego Rock n' Roll Marathon

Jun



Share



Share



0

Join Now

\$45,000

goal

\$22,035

raised so far



Essentials

Fundraisers (11)

San Diego Rock n' Roll Marathon

Join our Team to Cure HD on Sunday, June 1, 2014 and run one of the most scenic marathon and half-marathon courses in the country. You can make a real difference in the fight to end Huntington's disease, one of life's cruelest diseases.

All proceeds support the Huntington's Disease Society of America's fight to improve the lives of those affected by HD and their families.



Date

Sunday, June 01, 2014



Location

San Diego, California



Contact

HUNTINGTONS DISEASE SOCIETY OF AMERICA INC SAN DIEGO CHAPTER CA



The Huntington's Disease Society of America is the largest 501(c)(3) non-profit volunteer organization dedicated to improving the lives of everyone affected by Huntington's Disease. The Society works tirelessly to provide the family serv...

[Learn More](#)

Events (3)

1 Jun

San Diego Rock n' Roll Marathon
San Diego CA

[And 2 past events \(View all\)](#)



Huntington's Disease Society of America

Sample Fundraising Letter

My daughter Hayley and I are **RUNNING TO CURE HD** again on Sunday, June 1, in the San Diego Rock 'n' Roll Marathon & Half Marathon. It's the sixth year that Hayley has joined me in raising money to cure Huntington's disease, the fatal brain disease that has taken my wife Ramona and Hayley's mother away from our home. I'm proud of Hayley's commitment to raise money and awareness to end the horrible disease that threatens her own future.

Last year Ramona joined us for the first time, as Hayley and I took turns pushing her in a stroller. And we're going to give it a try again this year. Here is a video from last year's run: <http://bcove.me/8rlrkmc9>.

Your support IS making a difference. With your help, we have raised more than \$670,000 that goes directly to support research and programs to support families dealing with this horrible disease. See the list below of last year's generous supporters. We are honored to know so many caring and generous people.

Please consider supporting our efforts by donating online at <http://www.firstgiving.com/fundraiser/runningtocurehd/2014san-diego-rock-n-roll-marathon>. You also can return the attached pledge form via email, fax (858-292-2760), or mail to Hayley Johnston, 2095 Monaco Ct., El Cajon, CA 92019. Your gift is tax deductible (Tax ID 13-3349872). Hayley and I will gratefully wear your name proudly on our shirts.

Thank you to those who have asked about Ramona. She has been at Edgemoor Hospital, a skilled-nursing hospital, for more than six years and has lost nearly all of her physical and mental capabilities. Huntington's disease is a hereditary, degenerative brain disorder for which there is no effective treatment or cure. HD, otherwise known as the "devil of all diseases", is a debilitating disease that combines the worst symptoms of Parkinsons, ALS and Alzheimers. It slowly diminishes the affected individual's ability to walk, talk, eat and reason. Children of a parent with HD have a 50% chance of inheriting this deadly disease. To learn more about Huntington's disease, go to www.HDSA.org or www.HDSA.org/SD.

Thank you...AGAIN...for caring. Your support is giving hope to families like ours and making a real difference in the fight to end Huntington's disease.

Bill Johnston

Hayley Johnston

Yes, I will support Hayley and *RUNNING TO CURE HD*. Giving options:

1. Donate online at <https://www.firstgiving.com/fundraiser/runningtocurehd/2013sandiegorocknrollmarathon>

2. I will make a straight donation of \$_____ or donate \$_____ per mile.

3. _____ Check enclosed (payable to HDSA-San Diego; tax ID 13-3349872)

4. _____ Credit Card (Visa, MasterCard or American Express)

CC# _____ Exp. Date _____ Three-Digit Security Code _____

- ✓ Personal story
- ✓ Ask
- ✓ Video/Images
- ✓ What is HD
- ✓ Tax-id no.
- ✓ Firstgiving link
- ✓ Alternate giving

Tips & Tricks

- Group picture at start/finish line
- Establish relationship with marathon organizer for mutually beneficial arrangement
- Pre-event pasta dinner
- Recruit, recruit, recruit! Recurring runners are uncommon
- Share fundraising/training success to inspire and build camaraderie
- Find ways to share participants stories with media & marathon organizers



Questions? Comments?

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