



Team Captain Kit

You're a BIG DEAL and here's WHY:

As leader of your team, you have a powerful impact by helping to fund:

Fundraising Tools

1. Emergency funds to help diagnosed families with unexpected expenses
2. Educational and advocacy programs.
3. Research into new treatments and research into genetic research to ultimately unlock a cure.

There's more...

Let's be clear, it feels good to spend time with family, friends, co-workers, and fellow bleeding disorder families proactively working for a great cause.

While the NEHA Unite Walk is a once-a-year chance to reconnect with people who understand your journey like no one else does, the Unite Walk is truly a year-round community of families here to support each other.

It's a chance for your team to show support for loved ones whose lives have been impacted by a bleeding disorder.

Thank you for being a team captain. Let's get started...

Fundraising Tools

Register. Recruit. Raise Funds. Recognize.

Every action you take as a team captain falls into one of four categories

Register. Your first step as a team captain is to [register](#) and create your team page. Your online team page will allow you and your team to easily track your team's fundraising progress. Stuck for a name? We offer ideas later in this kit to stoke your thinking of a fun and meaningful team name.

Recruit. Spread the word and encourage others to join your team. Send an email to everyone you know asking them to join your team, or give a donation instead. See "How to Recruit Team Members" starting on page 7 for easy-peasy steps to recruiting a stellar team.

Raise funds. The NEHA Unite Walk is a fundraising event, so all team members are encouraged to raise funds online or offline. Help your team members get registered and encourage your members to set up a personal fundraising page where their friends, family, and co-workers can contribute easily to their efforts online.

Recognize. Recognition of your team members is a MUST for an effective team! Think of ways you might recognize your team members' efforts. Social media is a great way to recognize your top team members. NEHA can also assist you coming up with some fun ideas to help recognize these members. Be generous with emails, texts, and calls to let your team know you're proud of their work.

Fundraising Tools

Team Captain Checklist

Get started (3-4 months before your event)

- Name your team something meaningful, inspiring, fun, or all three!
- Set your team goals.
- Registered yourself and your team (with you as team captain)
- Customize your team page
- Brainstorm who you want to recruit
- Practice your recruitment script, especially “why we walk.”
- Invite everyone on our list to join your team or support your efforts with a donation
- Make sure all team members [register](#) (you can also register them when you register)
- Have a kick-off call or meeting, especially if you’re a corporate team.
- Check your company’s [matching gift policy here](#).
- Send e-mails to everyone you know asking them to join your team, or donate instead.
- Place articles in your company newsletters or intranet site to recruit team members.
- E-mail your team weekly with fundraising updates and be sure to highlight new team members with a hearty welcome.

Click here to enter text.

Keep up your momentum (1-2 months before your event)

- Send out fundraising e-mails to ask for donations and remind your team to send out their emails too! Click here for a [step-by-step video](#) on how to send an email.
- Update the team page with personal stories, photos, and progress.
- Host a team fundraising event (bake sale, garage sale, tip night, garage band challenge)
- E-mail your team weekly with fundraising updates and recognize your top fundraisers

Fundraising Tools

- Collect team checks and cash. Make sure they are posted online, and check with NEHA to make sure they are entered.
- Order your custom team t-shirts if you're planning on having them

The week before your event

- Coach all your members to send one more fundraising email
- Register any unregistered new team members
- Email your team with all the event details: team meet up location, start time, where to get their team t-shirts, parking, and recognize all your fundraising leaders and anyone who has met the fundraising minimum
- Post on social media to remind your friends to donate NOW

Event day

- Arrive early
- Register any unregistered new team members
- Turn in to NEHA any donations collected in person at event
- Take team photos
- Enjoy the day and bask in the feeling of doing something great
- Post-event photos and team recognition on Facebook during and after the event
- Thank each of your team members for being on your team via text, call, or email

Immediately after your event

- Send thank-you notes to all your donors, with a team photo from the event (and send your team photo to your walk coordinator too!)
- Send an email to all team members with team standings and event results
- Send follow up e-mails to those who didn't donate to you. Share your experience with them and give them one more chance to donate.
- Collect and turn in any outstanding pledges

Fundraising Tools

Host a team wrap party to thank your team members and enjoy your success

Team Goals

Research shows that when your team all shares the same goal, it dramatically boosts your success. Use this worksheet to set a high, yet attainable goal. You can always increase your goal if you hit it early.

Team Name _____

Company (if applicable) _____

Team Captain _____

Team Co-Captain (if applicable) _____

Note: We recommend a co-captain for every 10 team members you recruit.

Team Fundraising Goal

How many team members do I want to recruit? _____

Suggested amount raised per participant, **\$100** or \$ _____

_____ **X** _____ = _____
of Team Members Avg . Raised per team member Team Fundraising Goal

Now factor in any fundraising events your team will organize and hold.

_____ Activity Date _____ Fundraising Goal
Team Fundraising

_____ Activity Date _____ Fundraising Goal
Team Fundraising

Fundraising Tools

$$\underline{\hspace{2cm}} \quad \text{Team Member Fundraising} \quad + \quad \underline{\hspace{2cm}} \quad \text{Event Fundraising} \quad = \quad \underline{\hspace{2cm}} \quad \text{Total Team Fundraising Goal}$$

Who to recruit

Everyone you know (the people THEY know) is a potential team member! Use this worksheet to **brainstorm the people** you want on your team.

Immediate bleeding disorder family (spouse, siblings, parents)

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Extended family (aunts, uncles, cousins, grandparents)

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Friends

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<hr/>	<hr/>
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Neighbors

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<hr/>	<hr/>

Health care contacts (pharmacy, nurses, school nurse, doctors, insurance agent)

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Work colleagues

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School friends

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Clubs, church or synagogue

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Fundraising Tools

What you fund...

How Your Donation Makes A Difference

Your support allows us to continue our work of providing support, education and advocacy to those living with a bleeding disorder in the following ways:

1. **Family Camp** – For over thirty years, we have offered Family Camp to anyone with a bleeding disorder who receives care in New England. This vital program aims to help children increase and enhance their self-infusion skills while also helping families build strong connections within our community. We are proud to subsidize 95% of the cost of Camp to ensure that everyone can attend this crucial program, regardless of their financial circumstances. **Your donations helps give this experience to others.**
2. **Educational Programs** – We host several educational conferences and retreat experiences throughout the year. These events are designed to offer education in an immersive, supportive environment for our community members. **Your commitment allows us to continue providing this education to patients and their families.**
3. **Advocacy** – Each year, we send families to Washington, D.C., and to their state houses to share their stories and to ask lawmakers for their support on legislation that is critical to our community. **Your generosity allows us and our needs to continue to be heard.**
4. **Emergency Assistance** – During the pandemic, requests for emergency assistance increased dramatically. Since March 2020, we have provided more than \$60,000 to over 150 New England families experiencing financial hardships by helping them with non-medical expenses like utility bills, transportation, rent and food. **Your support helps those in need.**
5. **Research** – Since 2018, we've contributed over \$100,000 to help find a cure and improved treatment options for bleeding disorders. **Your donation allows us to continue investing in research.**

Name your Team! (Make it personal. Make it fun!)

Create a sense of fun, mission, and belonging to your team name. You can show a loved one support by naming the team after them. Show company pride with a company team name.

Or you can go crazy and come up with the funniest name you can think of.

Here are some example team names to stoke your creative juices.

Fundraising Tools

United for [Name of honoree]
[Name of Honoree]’s Heroes
[Name of Honoree]’s Posse
[Name of Honoree]’s Buddies
[Name of Honoree]’s Warriors
Team [Name of Company]
The Funny Factors
The “X” Factors
The Wow Factors

Where to get team t-shirts made

A lot of teams get t-shirts printed with their team name to deepen the team experience.

We recommend that you place your t-shirt order 1-2 months in advance of our event. Here are some vendors other team captains have used:

www.bonfire.com

Fundraising Tools and ideas

Coach your team to use the Unite Mobile App

Download the Unite for Bleeding Disorders app from the App Store 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.

You can always find the installation links on your **Fundraising Dashboard**. Just click these links to install the Unite mobile app for Facebook or mobile.



Run a “Factor VIII Challenge” to raise \$200

Fundraising Tools

Raising money is easier when you're not alone.

As a team captain, here's fun fundraising activity to help each team member raise \$200 in less than one week.

Choose a "Factor VIII Challenge" week where everyone on your team uses the following daily schedule to raise \$200 in one week! What a way to boost your team goal!

Plan to set up a Facebook Group or email thread with all team members on it share daily updates stories to build a sense of community and competition as the week goes on.

Day 1	Sponsor yourself with a \$25 donation	\$25
Day 2	Ask 2 relatives for \$20 each	\$40
Day 3	Ask 3 friends for \$15 each	\$45
Day 4	Ask 4 co-workers for \$10 each	\$40
Day 5	Ask 5 neighbors for \$5 each	\$25
Day 6	Ask your husband, wife, or significant other for \$25	\$25
Day 7	Celebrate that you just raised \$200 in ONE WEEK!	

Host a team fundraising day (or two)

Part of being on a team is enjoying a social get together. Here are some ideas that raise money while having a good bit of fun and building camaraderie.

- Theme party (come as your favorite Game of Thrones character)
- Host a fun movie night with snacks, drinks and a beloved movie. Have everyone attending donate what they would have paid at the theater
- Host a red party – fitting for a bleeding disorder, dress in red, serve red foods, drink red drinks
- Host a happy hour party where you serve drinks and munchies and attendees donate what they would have spent at a happy hour
- Host a garage band competition
- Conduct a silent auction
- Host a garage sale
- Host a bake sale (seriously, these are still wildly popular)
- Host a Saturday morning car wash
- Collect bottles for redemption

Coach your team on how to ask in 5 easy steps

Fundraising Tools

Asking for a donation can be hard, unless you use this sure-fire script. Coach your team members to use this script to make asking for a donation easy!

- 1. Identify the need you are trying to address.** Example: “1 in 4,500 boys are born with Hemophilia.” Or “von Willebrand disease is more often misdiagnosed (70.6%) than correctly diagnosed (29.4%), which means our daughters and sisters experiencing excessive bleeding aren’t getting the right treatment... yet.”
- 2. Explain why it is important to you.** Example: “My niece was diagnosed with von Willebrand’s disease and I want her to know how much I love and support her to find better diagnosis, treatments, and a cure.”
- 3. Share what you are doing about it.** Example: “I am part of a team in the Unite for Bleeding Disorders Walk on May 15 to help raise funds to pay for the training, care, and research into cures for bleeding disorders including von Willebrand’s disease, Hemophilia, and Factor II, V, VII, X, or XII deficiencies.”
- 4. Ask your donor to take a specific action.** Example: “Will you make a \$50 donation to the LoneStar Bleeding Disorders Foundation, to support of families living in our community with a bleeding disorder?”
- 5. Stop talking and let your donor answer.**

Sample team member recruitment script

Use this script to inspire your team member recruitment calls, emails, and texts.

Only 25% of women living with von Willebrand’s disease are diagnosed correctly.

What’s von Willebrand’s disease? It’s actually the largest bleeding disorder. It mostly affects females and causes excessive bruising and dangerously excessive menstrual bleeding.

And, it runs in families.

My niece was recently diagnosed and is now finally getting the treatment she needs.

To show her my support, I’m leading a team, [[TEAM NAME]], in the NEHA Unite for Bleeding Disorders Walk, the nation's largest event to raise awareness and funds to fight bleeding disorders.

We’re uniting for a fun and inspiring day on Saturday, September 30, at Prowse Farm in Canton MA for NEHA’s Unite for Bleeding Disorders Walk.

Fundraising Tools

All the funds raised go to support local families affected by Hemophilia, von Willebrand disease, and Factor II, V, VII, X, or XII deficiencies, with training programs, education, emergency funds, teen programs, and advocacy at the state capitol.

The end of bleeds starts with us.

Please join my team!

Contact me at [[YOUR CONTACT INFO]] to find out how to register or logon to my team page at [[YOUR TEAMPAGE LINK]] and register online right now.

Team Captain

P.S. If you can't join us in person, you can be a member of our team virtually too! Just select "virtual walker" when you register. Or, if you can't do either, please make a donation to show your support.

Fundraising Tools

Team roster

Let's be honest. We lost one of our two offspring in a grocery store once, so keeping track of five, ten, twenty, or more team members can be a challenge.

On the next page we have a roster-tracker to make your life easier. Take five minutes to print the roster out and jot down all your members' info. Trust us, you'll thank us later.

More than that, we added some key notifications you'll want to check off when you've connected with each team member.

Contact with your team members by telephone is best, but whether you contact your team members in person, on the phone, text, or email, **it's important for you to stay in touch so they feel valued and like they belong.**

The minimum basic team communications you'll have with each team member are:

- **Welcome to the team!** Warmly welcome each member to the team within 24 hours of registering. Remind them of the important impact they'll have.
- **Congrats on hitting your fundraising goal.** Once your team member hits their fundraising goal, be sure to congratulate them personally, recognize them publicly for their achievement to both your team and the mission, and encourage them to increase their goal and keep fundraising!
- **How can I help you hit your fundraising goal?** Make at least one, if not two, or three calls to support team members that haven't yet hit their fundraising goal. Coach them with any one of the fundraising tools we've made available to you.
- **Event day logistics and excitement.** 72 to 48 hours before your event, you'll want to get your team excited about their event day experience and give them instructions where and when to meet
- **Thank you for being a valuable member of our team!** You'll thank each member for being part of your team with every contact, but be sure to send a special post-event thank you. Maybe include a team photo. Be sure to thank your team members for their valuable contribution and remind them of the good work you've helped to fund.

Fundraising Tools

We're here to help you.

Jodi Weeks

jweeks@nehemophilia.org