

# 2020 WALK AND RUN FOR LIFE

## CHURCH CAPTAIN TASKS BY MONTH

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The summer goes by quickly. The Church Captain isn't a difficult role, but it's important to keep an eye on the calendar so that we don't miss out on opportunities.

2020 has some especially unique challenges! Some churches are meeting in small groups at their building - or in a nearby field - or not at all! Everyone is at a different place. Some of us are able and willing to sign up for an in-person event, and some would rather stay virtual. We want everyone to participate - and if they cannot participate, to help us reach our goals.

This year's calendar looks different than in the past. But the principles hold the same: Plan, Recruit, Encourage, and Wrap Up.

### JULY-AUGUST

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Yes, yes - for 2020, we're merging these tasks into one: building your team and recruitment. Make decisions for your team and plan on how you'd like to get the word out to your church members. And reach out to everyone with an invitation to join us as we stand for life.



#### Tasks to Complete:

- Register yourself at [WalkandRun.org](http://WalkandRun.org) and claim your personal FundEasy page (you'll get to do this after your register).
- Personalize your FundEasy fundraising page with some pix and your story (why are you walking/running?).
- Develop your "pitch" on why you are Walking/Running for Life - add it to your FundEasy page.
- Mark "Attend" on the Walk and Run event on Facebook, so you can get regular updates.
- Find a co-captain (if you want).
- Pick a name for your church team - make sure to tell the PCM staff.
- Get to know your Support Teammate and access that FundEasy page.
- Connect with your church leadership about the event and their thoughts on the best ways to promote the Walk and Run at your church.

#### Tasks for End of August:

- Recruit people for your team. There is no limit for how many people can be on your church's team, and it's never too late to join.
- Encourage your teammates to fundraise to \$150.
- Update your FundEasy page.
- Update your Support Teammate's FundEasy page - send out team updates.
- Have your teammates ask their company about a corporate match.

[www.walkandrun.org](http://www.walkandrun.org)

Contact Angela ([angela@pregnancyclinic.org](mailto:angela@pregnancyclinic.org)) or Sharon ([patten.s@pregnancyclinic.org](mailto:patten.s@pregnancyclinic.org)) with questions.

### Promotional Ideas to Consider:

- Speak during the service, if you can (differs church to church)
- Ask if the Pregnancy Clinic can show a slide or the Walk and Run video
- Email the flyer to small group leaders / youth pastor / etc.
- Share your Support Teammate's URL with church members. They can register to join your team from that link, or give funds.
- Post your Support Teammate's URL on any church Facebook groups.

## SEPTEMBER

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In September, the countdown begins. Your teammates will continue to fundraise, and you continue to encourage them. September tends to be busy with school starting, but we aren't sure what things will look like this year with virtual school. Even so, be persistent with gentle reminders. Add people to your team as they show interest. It's never too late to sign up.



An easy way to update and encourage your team is to use the Update feature on your Support Teammate's FundEasy page. The Support pages are set to alert your whole team whenever Support posts an update.

### Dates to Remember:

- Aug. 31:** Cut off for guaranteed shirts for those who fundraise \$150 or more. After Aug. 31, shirts will be available as supplies last.
- Sept. 19:** Walk and Run for Life!

### Possible Tasks to Complete:

- On Aug 31 - did anyone raise \$150? They get a free shirt! Recognize them with a group email, Facebook message, etc.
- Meet with your co-captain and discuss if you want your Virtual Teammates to meet and walk together, maybe around your church and neighborhood?
- Designate a few people on your team as Picture Takers
- On Friday, Sept. 18: Walk and Run Eve**
  - Remind your team of tomorrow's event. Remember: Rain or shine!
  - Share the Schedule:

## POST-EVENT

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Thank you so much for your help over the summer! You're pretty much done, but now is a great time to Wrap-Up and solidify the Walk and Run experience for the members of your team.



### Dates to Remember:

- Sept. 19 - Oct. 19:** FundEasy pages are still active and can accept donations.

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### Possible Tasks to Complete:

- Send a final email/message to your teammates (if you want, there's an example on the Church Captains webpage)
  - Thank everyone who was on your team or assisted in any way
  - Bring it home: Remind them of why they participated
  - Share your final team fundraising total
  - Encourage your teammates to send thank yous to their individual sponsors
  - Finally, remind your teammates that their FundEasy page is active for another month, and they can do one last post-event Facebook opportunity if they wish.
- Share your team's final fundraising total with the church and leadership.
- Consider sharing pictures of your team with your church
- DEFINITELY share pictures of your team with the Pregnancy Clinic!

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