



→ 2020 Church Captain Handbook

How beautiful are the  of those who bring **GOOD NEWS!**
Romans 10:15

walk and run for life
Pregnancy Clinic Ministry's **2020** walkandrun.org

WalkandRun.org



WELCOME TO THE TEAM, CHURCH CAPTAIN!

Thank you for volunteering to be a Church Captain for this year's Pregnancy Clinic Ministry's Walk and 5k Run for Life. Your passion for this ministry and your enthusiasm will make this year's event a great success! Each participant is a powerful voice for this ministry, helping to raise funds for the ministry that will directly impact the lives of babies and families in our community.

A Church Captain (CC) is very important in getting your church motivated for the Walk and Run. Your church is full of people who want to support the Clinic through partnership and/or volunteering, or could benefit now or in the future from Clinic services.

This Handbook and the documents on WalkandRun.org/church-captain will give you everything you need to build a successful Church Team for the Walk and Run for Life in September.

NEW for 2020: This year we are offering virtual participation options, including Virtual 5k Runner and Virtual Walker! Now everyone can join in this awesome event, where ever they are!

Ready? Let's get started!

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Contact Angela (angela@pregnancyclinic.org) or Sharon (patten.s@pregnancyclinic.org) with questions.

EVENT DETAILS

- WHEN:** Saturday, September 19, 2020, 8am-10:30am (5k starts at 9am sharp)
- WHERE:** **Virtual:** anywhere!
In-person: Mid-Atlantic Community Church, 2485 Davidsonville Rd, Gambrills, MD 21054
- WHY:** To raise funds to support the Pregnancy Clinic's mission of helping women, saving babies, and sharing Jesus.
- WHO:** Hundreds of caring people in your church and throughout our community who are passionate about LIFE, care about the Pregnancy Clinic Ministry, and want to support it!
- HOW:** Church Teams and Fundraising Walkers/Runners are the backbone of this event - as well as many non-church teams and corporate sponsors.
- WHEN DO I START?** Today - tonight - now!

OUR GOAL

So, what is the goal of the Pregnancy Clinic's Walk and 5k Run for Life?

Great question. The Walk and Run is an exciting, family-oriented celebration of Life, set in the beauty of God's outdoor creation. And this year, we have some fun virtual options that allow for greater participation, even during these uncertain times. We're going to have a lot of fun. But our real goal - and we can't lose sight of this - is this:

Raise funds to support the work of the Ministry: Saving Lives, Changing Lives and Sharing Jesus.

Here's the truth: It doesn't matter how many people we have registered or attending our Walk and Run events. If participants aren't raising money, we'll have a really great party - but we won't make a big difference for Life.

However, when Walkers and Runners get support from their friends, family, coworkers, etc.), together, we will save lives and impact families around our community.

As a Church Captain, your goal is to build a team of Walkers, Runners, and families (in-person or virtual) from your Church to participate in the Walk and Run, and then encourage them to raise funds.

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CHURCH CAPTAIN DUTIES

Here's a breakdown of what a Church Captain actually does:

- ➔ **Engage Leadership:** PCM staff have already reached out to your church leadership team about the event. But it's helpful for you to engage with your pastor or church leadership to secure their support and share your plans to promote the Walk and Run. CCs also invite Pastors and church leadership to join the Church Team.
- ➔ **Fundraise:** CCs set the tone for their team by fundraising themselves. They also encourage each team member to raise a minimum of \$150.
- ➔ **Tell others:** We are reaching out to your church with slides and videos - but CCs help by making sure that the event is promoted and encourage signups. You know your church best!
- ➔ **Generate Excitement:** Set a group goal - start an event group on Facebook - brainstorm a group fundraiser - compete against the youth group. There are lots of ways to generate excitement, even during social distancing!

Pro-Tip: If you or a teammate is getting close to your goal, encourage them to raise the goal a little higher.

REGISTRATION INFORMATION

Registration is online - and it is easy. This year, we are requiring pre-registration and will not offer onsite registration.

Here are the participant registration options:

- **RUNNER** (virtual or onsite) for the 5k timed run (\$45 entrance fee)
- **WALKER** (virtual or onsite) for the Life Walk (no fee)
- **TODDLER TROT** (onsite only) for ages 0-3 (no fee)
- **KIDS DASH** (onsite only) for ages 4-7 (no fee)

Pro-Tip: After you register, you can easily share your URL on Facebook with a comment like,

"I just registered for the Walk and Run for Life! Message me if you want to join my church's team."

Note: Everyone - Runner, Walker, Kids - can participate in a team. And, everyone will have their own personal FundEasy page for easy fundraising.

Once you register online, follow the prompts to set up your secure FundEasy page. Personalize this page, and grab your URL to share on emails and social media for fundraising. This is also where you'll set up your team name, under the Team tab.

Pro-Tip: A personalized FundEasy page will raise significantly more than a page with default settings.

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THE SUPPORT TEAMMATE

Each team will get a “dummy” teammate named Support <YourChurchName>. This participant comes with their own FundEasy page, which the PCM office has customized for your church.

To get to your Support Teammate’s page:

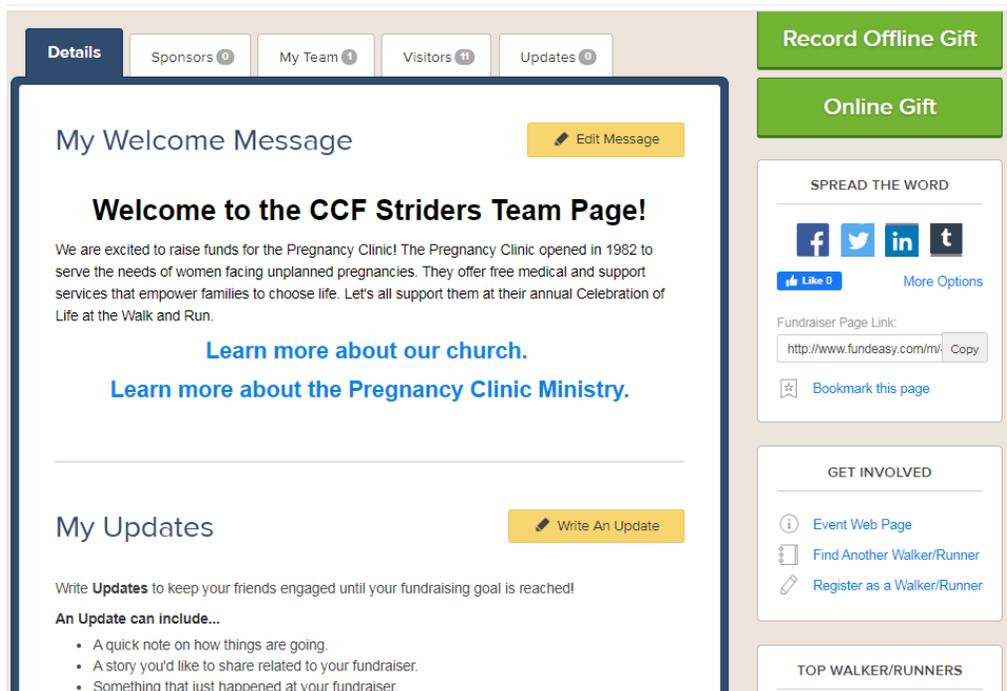
1. Go to FundEasy.com and search for “Support.”
2. Find and click on your church - you might need to go to the next page.
3. Click “Log In” in the upper left. We will send you your username and password.
 → You might need to log out of your personal profile before logging in.

Your Support Teammate - not to be confused with your own personal fundraising page, which you will receive when you register - will be used as a home page for your team and a place to gather team donations.

From this page, church members can donate to your team’s goal and/or join the team, so use the Support Teammate’s URL when sharing with your church.

Other ways to get the most of your Support Teammate:

- Add photos of your church members having Walk and Run fun from previous years
- Modify the Welcome Message to reflect your church’s relationship with the Pregnancy Clinic
- Use the Update Feature to share updates with your team (“We are halfway to our goal!” or “So and so just joined the team - we have 20 people now!”). Updates are automatically sent to your teammates.



The screenshot shows a web interface for a fundraising team page. At the top, there are tabs for 'Details', 'Sponsors', 'My Team', 'Visitors', and 'Updates'. The main content area is titled 'My Welcome Message' and contains a message: 'Welcome to the CCF Striders Team Page! We are excited to raise funds for the Pregnancy Clinic! The Pregnancy Clinic opened in 1982 to serve the needs of women facing unplanned pregnancies. They offer free medical and support services that empower families to choose life. Let's all support them at their annual Celebration of Life at the Walk and Run.' Below the message are two links: 'Learn more about our church.' and 'Learn more about the Pregnancy Clinic Ministry.' There is also a 'My Updates' section with a 'Write An Update' button. On the right side, there are buttons for 'Record Offline Gift' and 'Online Gift', a 'SPREAD THE WORD' section with social media icons (Facebook, Twitter, LinkedIn, Tumblr) and a 'Fundraiser Page Link' field containing 'http://www.fundeasy.com/m/'. At the bottom right, there is a 'GET INVOLVED' section with links for 'Event Web Page', 'Find Another Walker/Runner', and 'Register as a Walker/Runner', and a 'TOP WALKER/RUNNERS' section.

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RECRUITMENT IDEAS

Recruitment might not be as difficult as you think - even in 2020. In fact, many people in your church will be happy to help spread the Good News and make an actual difference in our community.

Here are some ideas to get you started:

- ➔ **Recruit a co-captain and brainstorm with them on how to build your team.** It's always more fun when you can work with someone else.
- ➔ **Prepare your "Pitch":** Be able to explain why joining a Walk and run team - and fundraising for the Pregnancy Clinic - is important to you, and why people should join. Why are YOU walking for life?
- ➔ **Crowdsource:** Encourage your registered team members to recruit other people *they* know at the church.
- ➔ **Personal Invitation:** Reach out to people in your congregation through email or Facebook, and ask them to join your team.

- ➔ **Anyone in the church is a potential teammate.**

Consider:

- | | |
|--|---|
| <input type="checkbox"/> small groups | <input type="checkbox"/> youth group |
| <input type="checkbox"/> pastors | <input type="checkbox"/> women's groups |
| <input type="checkbox"/> committees | <input type="checkbox"/> MOPs |
| <input type="checkbox"/> Children's Ministry | <input type="checkbox"/> Sunday School (kids and adult) |
| <input type="checkbox"/> Deacon/Elders | |

- ➔ **Remember Virtual.** In 2020, we have the Virtual 5k and LIFE Walk. People can walk, run, ride, skip, or jump - wherever they are.

Pro-Tip: Depending on the size of your church, you can split off into different teams. Small groups can 'compete' against other small groups, or Middle School vs High School. If you do this, make sure that each group has a Captain, and make sure that you let us know so that we can make sure to register your teams appropriately.

- ➔ **Be ready for the NOs:** Sometimes, people will just say No. That's ok - be ready to suggest that they make a contribution to your church team instead.

SHIRTS

Runners (virtual and onsite) who register online with the \$45 entry fee by August 31 will get a Walk and Run performance shirt. Runners who register after August 31 will receive shirts as supplies last.

Walkers (virtual and onsite) who fundraise \$150 by August 31 will get a performance shirt. Walkers who fundraise \$150 after August 31 will receive a shirt as supplies last.

There will also be TEAM PRIZES for the teams that fundraised the most.

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TOOLS AND SUPPORTS

We want you to be successful and have fun! Walkandrun.org is full of Fundraising Tips, FAQ, and even a specific Church Captain webpage. On the site you'll find:

- FAQ
- How-to videos
- Fundraising for Kids
- Social Media posting calendar
- Downloadable "Sponsor Me" cards
- Sample Emails
- Recruitment posters
- Challenge Thermometer
- Church Captain Calendar and Checklist

CLOSING MESSAGE

That's it, Church Captain - you are on your way to a successful Church Team.

From the Pregnancy Clinic Ministry Walk and Run team, **thank you** for your servant heart, your zeal for Jesus, and your willingness to stand for Life. This event will be a great testimony to God's goodness and mercy - in large part, because of you and your commitment.

If you have any questions or need assistance at any time, please reach out. Our emails are below.

Bring your feet.
We'll see you there!!!

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