

2021 WALK AND RUN FOR LIFE

CHURCH CAPTAIN TASKS BY MONTH

The summer goes by quickly. The Church Captain isn't a difficult role, but just like summer speeds by, the Walk and runs comes up quickly! it's important to keep an eye on the calendar and set goals so that we don't miss out on opportunities.

The basic schedule for Church Captains is the same, year after year: Plan, Recruit, Encourage, and Wrap Up.

Through this whole process, remember this: we can offer and invite, but it's up to God to move hearts. If your team has 2 people or 20, know that God will bring the people He wants. We will do our job, God will do His part, and we'll have the perfect Walk and Run for Life.

AUGUST

Ready, set, go! In August, people are finishing out summer and looking to the new school year, so it's the perfect time for you to start 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 this month:

- Register yourself at 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 Support Teammate's FundEasy page - send out team updates.
- Have your teammates ask their company about a corporate match.

www.walkandrun.org

Contact Angela (angela@pregnancyclinic.org) or Sharon (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

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, 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. 18:** 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.
- Designate a few people on your team as Picture Takers?
- Discuss: do you want your team to get together before the event and Tailgate?
- On Friday, Sept. 18: Walk and Run Eve**
 - Remind your team of tomorrow's event. Remember: Rain or shine!
 - Share the Schedule:
 - 8:00am Registration opens for runners
 - 9:00am Timed 5k Trail Run begins
 - 9:00am Registration opens for Life Walkers and Children's Races
 - 9:45am Children's Races start
 - 10:00 am Awards Ceremony
 - 10:30 am Family Life Walk

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POST-EVENT

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. 18 - Oct. 18:** FundEasy pages are still active and can accept donations.

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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