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Walk & Run for Life

Team Captain Handbook

WalkandRun.org

WELCOME TO THE TEAM, TEAM CAPTAIN!

Thank you for volunteering to be a Team Captain for this year's Wellspring Life Ministry 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 that will directly impact the lives of babies and families in our community.

A Team Captain is very important in getting your church motivated for the Walk and Run. Your church or group 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/teams will give you everything you need to build a successful Team for the Walk and Run for Life in September.

Before we dig in, a word of encouragement: Your job as a Team Captain is to extend the invitation to the people of your church or group, but God is in charge of changing their hearts. Whether your team has 2 people or 20, God will bring the ones He wants. So we'll do our job, God will do His, and we'll all have an awesome Walk and Run for Life.

Ready? Let's get started!

EVENT DETAILS

- WHEN:** Third Saturday in September 8am-12pm
(5k starts at 9am sharp)
- WHERE:** Mid-Atlantic Community Church,
2485 Davidsonville Rd, Gambrills, MD 21054
- WHY:** To raise funds that support Wellspring Life's mission of helping women, saving babies, and sharing Jesus.
- WHO:** Hundreds of caring people in your church and community who are passionate about LIFE, care about Wellspring Life Ministry, and want to support it!
- HOW:** Church and non-church Teams and Fundraising Walkers and Runners are the backbone of this event – as well as many non-church teams and corporate sponsors.

Schedule of Events

8:00am Registration opens

9:00am Timed 5k Trail Run starts

9:30am Life Walk Begins

10:15am Toddler Trot, Preschool Gallop, & Kids Dash!

11:00am Awards Ceremony

www.walkandrun.org

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WHAT'S THE GOAL?

What is the goal of Wellspring Life'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. We're going to have a lot of fun. But our real goal – which we can't lose sight of – is this:

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

Here's the truth: It doesn't matter how many people we have registered or who attend the event. 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 Team Captain, your goal is to build a team of Walkers, Runners, and families from your Church or group to participate in the Walk and Run, and then encourage them to raise funds.

TEAM CAPTAIN RESPONSIBILITIES

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

- ***Engage Leadership (for church team leaders):*** We 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:*** Team Captains set the tone for their team by fundraising themselves. They also remind team members that fundraising is part of participation, and encourage each team member to raise \$150.
- ***Tell others:*** We are reaching out to your church with slides and videos – but Team Captains help by making sure that the event is promoted and encourage signups. You know your church and group 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!

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. Participants can also register onsite.

Here are the participant registration options:

- **RUNNER** for the 5k timed run (~\$50, +\$5 for walk-ups)
- **WALKER** for the Life Walk (no fee)
- **REMOTE PARTICIPANT** (no fee)
- **TODDLER TROT**: for ages 0-3 (no fee)
- **PRESCHOOL GALLOP**: ages 4-5
- **KIDS DASH**: for ages 6-7 (no fee)

Note: Everyone – Runner, Walker, Kids – can participate in a team. And, everyone will have their own personal FundEasy page for easy fundraising. (Families can choose to register as a family, which will create a single fundraising for the whole family to use.)

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."

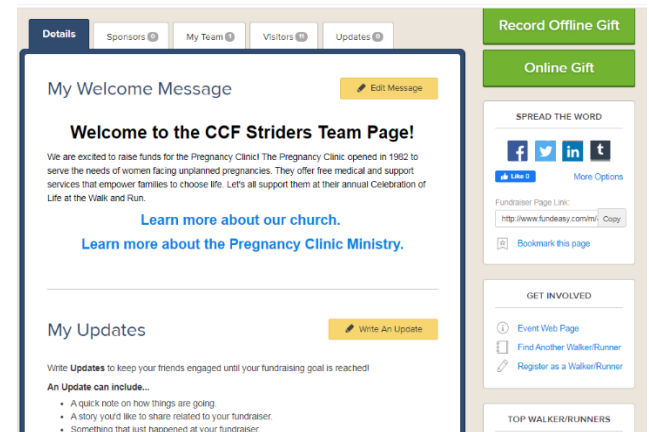
Pro-Tip: A personalized FundEasy page will raise significantly more than a page with default settings.

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.

YOUR TEAM PAGE:

Each team will have a Team Page (in reality, this is an extra teammate added to your team which functions as a team page). On this Team Page:

- People can learn about your team;
- People can donate to your team;
- People can join your team on the Team Tab;
- People can easily share this page with the unique URL;
- Plus, Captains can enter offline team donations - this option will appear when the captain is logged in.



Important: Don't confuse your church's Team Page with your personal fundraising page, which you will receive when you register. Your Support Teammate will be used as a home page for your team and a place to gather team donations.

Other ways to get the most of your Team Page:

- 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 Wellspring Life Ministry
- 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.

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- Use it to set a Team Goal (contact Sharon to discuss the best way to communicate this on your page).

RECRUITMENT IDEAS

Recruitment might not be as difficult as you think. Many people in your church or group 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 Wellspring Life – is important to you, and why people should join. Why are YOU walking for life?
- ☐ **Crowdsourcing:** Encourage your registered team members to recruit other people *they* know.
- ☐ **Personal Invitation:** Reach out to people in your congregation or network through email or on Facebook, and ask them to join your team.
- ☐ **Anyone in the church is a potential teammate.** Consider:
 - ☐ small groups
 - ☐ pastors
 - ☐ committees
 - ☐ Children's Ministry
 - ☐ Deacon/Elders
 - ☐ Women's groups
 - ☐ MOPs
 - ☐ Sunday School classes (kids and adults)
 - ☐ Youth group
- ☐ **Be ready for the NOs:** Sometimes, people will just say No. That's ok – our role is simply to offer the opportunity. Be ready to suggest that they make a contribution to your team instead.

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.

SHIRTS

Walkers who fundraise \$150 by September 1 will get a commemorative shirt. (For families, \$150/person.) Walkers who fundraise \$150 after September 1 will receive a shirt as supplies last.

Runners who register online with the \$50 entry fee by September 1 and *fundraise \$100* by September 1 will receive a commemorative shirt. (Note: Runners who register on the day of the event will pay \$55, not \$50.)

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

TOOLS AND SUPPORTS

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

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| ☐ FAQs | ☐ Sample Emails |
| ☐ How-to videos | ☐ More information about your Team Page |
| ☐ Fundraising for Kids | ☐ Recruitment posters |
| ☐ Social Media posting calendar | ☐ Challenge Thermometer |
| ☐ Downloadable "Sponsor Me" cards | ☐ Church Captain Calendar and Checklist |

WALK AND RUN TEAM

Meet this year's event team! You can reach out to anyone with questions, but here are our general areas of responsibility:

- **Sharon Patten:** Business engagement, FundEasy, registration, donor issues, website, general
- **Angela Murray:** Volunteering, signs, marketing materials, speaking
- **Courtney Della:** Team Captains, church engagement, speaking courtney@wellspringlife.org

CLOSING MESSAGE

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

From Wellspring Life 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. Go team!