




Be Part of The Cure

TEAM CAPTAIN PACKET



Event information:

 303-806-6686

 rmchapter@scleroderma.org

 [steppingoutsclero](https://www.facebook.com/steppingoutsclero)

Welcome to Walk Season!

Thank you for joining us this walk season! As a team captain, you play a critical role in raising the funds needed for research, to support patients, raise awareness and ultimately find a cure.

Last year alone, we raised over \$60,000 for the Rocky Mountain Chapter and this year we're excited to raise even more. Thank you for being a part of this incredible community!



Tools to Use

Here are a few easy ways you and your team can kickstart your fundraising:

Email/Social Media

Sending emails and posting on social media are great ways to ask for support and start fundraising. Be sure to include a link to donate to your message. You can also set up a Facebook fundraiser to benefit the National Scleroderma Foundation.

Employer Charitable Matching

Many employers match employees' charitable donations. Ask your HR department if they have a matching gift program and ask your team to do the same.

Post your story on all of your social media channels. Tell people why you are walking and share your fundraising link or set up a Facebook fundraiser.

Your Participant Center

When you log in on your walk's website, you can access your Participant Center. There you can customize your personal page, post a photograph, tell your story, send emails and see your progress.

Community Fundraising Events

Find creative ways to raise money. Have a BBQ, wine party, car wash, bake sale or coin collection jars. There are tons of ways to invite your friends, have a fun event and raise money!

Your Network

Make a list of people you could reach out to, then craft your message. You'll find some sample language on the next page to get you started. People you may want to reach out to include:

- Family and in-laws
- Co-workers and classmates
- Business associates, customers and vendors
- Companies you patronize (your dry cleaners or doctor)
- Friends on social media





Sample Language



Social Media

“Please join me at [insert walk name]. This year, I have a goal – I want to help find the cure for scleroderma, a disease that has affected me by [Insert how scleroderma as affected you here]. The money raised will be used to fund research, to support patients, raise awareness and ultimately find a cure for the disease. To do that, I need your help. Please consider making a donation to help me reach my fundraising goal of [Insert \$\$\$ Goal here]. You can donate and see my progress at [Insert personal site here]. Thank you for your support!”

E-mail

“As you may know, on [insert date], I will be participating in [insert walk name]. This fundraising walk supports the work of the National Scleroderma Foundation Rocky Mountain Chapter. Scleroderma is a devastating disease that causes hardening of the skin, tissue and organs. It affects approximately 300,000 people and the most serious cases can be fatal.

This cause is very important to me. [Insert your story here. What is your personal connection to the cause. Why are you participating?”

This year, I’ve set a goal to raise [Insert \$\$\$ Goal here] and I’d like to ask for your support. The money raised will be used to fund research, to support patients, raise awareness and ultimately find a cure for the disease. Please consider making a gift today. It’s fast and easy and it not only helps me reach my goal, it takes us one step closer to finding a cure for scleroderma. Thank you very much for your support. I’ll keep you updated on my progress!

To make a donation online, please visit my personal page at [Insert link to your personal site] and click the button to support my team. If you would like to walk with us, click the button to join my team. If you prefer to mail in a check, please make it out to the National Scleroderma Foundation Rocky Mountain Chapter and mail it to their office at 5403 E. Evans Ave., Denver, CO 80222. In the memo line, please write my full name and [insert event name] so that your donation will be counted towards my fundraising goal.

Thank you for supporting this cause that has become so close to my heart and for bringing us one step closer to the cure!”



How to Raise Money

Every dollar raised adds up! If every walker nationwide raised just \$200, we could raise \$1.8 million dollars for the Scleroderma Foundation for support, education and research!



Just ask

Ask **EVERYONE!** If you haven't heard from a potential supporter, ask again. It often takes a few times to get people's attention. Drop off a brochure for the follow-up.

Be specific

Asking for a specific amount – such as \$10, \$25 or \$50, can help people make up their minds to give.

Lead by example

Make a personal gift to start things off. That often sets the bar for future gifts.

Grow your team

Invite people to walk beside you. Hand out walk brochures in your community.

Keep it personal

Remind people why you are invested in the cause and why their support is important to you.

Go online

Online donations are, on average, twice the size of those made by cash or check. Include a link to donate with every message to make giving easy with just a click. Set up a Facebook fundraiser.

Say thank you

There's a rule in the fundraising world – ask once, thank twice. Showing appreciation is key to keeping people involved.



Team Challenges

Team Incentives* NEW FOR 2022!

Teams with 10+ members receive a dedicated team area.

Teams with 20+ members receive a pop up tent in their team area.

*Based on registrations received by Friday, June 10, 2022.

T-shirt team challenge

Be one of the 4 winning teams to get their team name on the top of the back of the 2022 official Stepping Out to Cure Scleroderma walk t-shirts.

DEADLINE DATE – APRIL 30, 2022.

Get started early!

- 2 Top Winning Teams for **Raising The Most Funds**
- 2 Top Winning Teams with **The Most Number Of Walkers**

Team Spirit Award NEW FOR 2022!

The Team Spirit contest is a great way for teams to have fun and celebrate your time together while joining the fight against scleroderma. Pick a team theme and encourage 100% participation. Create a team sign to walk with and/or mark you team area. Write a team cheer or song. The team that brings the most energy during the opening “Team Spirit Lap” and best represents their theme in their team area will be crowned as champion.



Thank you for all your hard work
on fundraising
and support of
the National
Scleroderma
Foundation!

