

## AVON 39 The Walk to End Breast Cancer TEAM HANDBOOK

Thank you being part of an AVON 39 Team! Time and time again we've heard that being part of a team enhances all team members' AVON 39 experience. Whether you are a Team Captain or Team Member, it's our goal to ensure that you're armed with the necessary resources and inspiration you need to succeed. This handbook will help you do just that.

### IN THIS HANDBOOK:

**Team Roles: Team Members & Team Captains**

**Team Fundraising**

**Team Training**

**Team Webpage & Online Listing**

**Team Fundraising Strategies**

**Preparing for AVON 39 The Walk to End Breast Cancer Weekend**

**Frequently Asked Questions**

### TEAM ROLES:

#### TEAM CAPTAIN:

- **Determines** the team name, team fundraising goals, and ensures the team is fully operational
- **Recruits** team members
- **Provides support and direction for each team member as they start their personal fundraising**
- **Customizes Team Webpage** with the team's story, photos, videos, etc.
- **Sends** team emails through Team Webpage
- **Activates Team Fundraising (if desired)**
- **Sets goals** for team member recruitment and fundraising
- **Leads** the team in the creation and organization of team fundraising events
- **Organizes** team preparation events to ensure the team is physically prepared for the Walk weekend
- **Has FUN!**

#### TEAM MEMBER:

- **Recruits** additional team members (everyone should try to bring at least one new member to the group!)
- **Helps Team Captain brainstorm different team fundraising events**

- **Takes initiative to complete individual fundraising requirement of \$1,800 in addition to/alongside team fundraising efforts**
- **Participates** in team fundraising events and brings ideas and energy to the group's efforts
- **Supports** the training goals of the team by encouraging teammates and participating in training walks
- **Has FUN!**

## TEAM FUNDRAISING

### IMPORTANT – PLEASE READ:

- **Each individual walker must have \$1,800 in their personal fundraising account by Check-In Friday in order to participate in the event.**
- Donations cannot be transferred from one participant to another once they are in a Walkers account, even if they are on the same team. (i.e. if one team member goes above the \$1,800 minimum, we cannot move the excess donations to a teammate's account)
- All offline team donations must be sent in with a donation coupon for each team member who should receive credit for the donation, as well as the exact amount each team member is to receive. If either piece of information is omitted, the full donation amount will be credited to the Team Captain's account, which can be split by contacting the Teams Coordinator.
- Offline team donations will be manually distributed according to the Team Captain's preference. This is the case **ONLY** for team donations, **NOT** donations made to individuals.
- Check out our FAQ section for more information on team donations and matching gifts

### Team Fundraising Accounts

All teams regardless of size are eligible to activate an online Team Fundraising Account (in addition to individual team member's own fundraising accounts). The Team Fundraising Account provides donors with the option to make a single donation to the team online via the Team's webpage that will be split evenly among all team members. This is a good option if you and your teammates plan to approach the same donors (ex. If you are all family members or if you're a civic group). If you and your team are interested in taking advantage of Team Fundraising, contact your local Teams Coordinator.

*\*As a note, crew members are not eligible to receive funds in the team split.*

### Think Outside the Box

Fundraising as a team can be fun and incredibly successful at the same time! Check out the "Team Fundraising Strategies" section of this handbook for ideas and more.

## Educate First Time Walkers on Fundraising

If you or a teammate is a first time 39er, ask your Walker Coach about having a special team conference call, so your newest members can learn all the basics about fundraising, training and event preparation.

## TEAM TRAINING

### Team Training Routine

If your team members live in close proximity (the same town, neighboring towns etc.), then consider each taking a turn as a training walk leader for your group! You can also nominate one person on your team to serve as the Training Captain for the group, responsible for determining dates, times and locations for your team's training activities. You can contact your local AVON 39 office to post your team's training walks on the AVON 39 website, so all AVON 39ers in your area can join in the fun!

If you have team members spread across the US (or abroad!) then think about virtual training sessions where you use the power of the internet and tools like Skype to share training tips, report in to each other about your training progress, and more! Your Walker Coach is available to help you brainstorm more ways to connect your team!

## THE TEAM WEBPAGE & LISTING ONLINE

### Team Webpage

Your team has its own Web page, similar to your personal Fundraising Webpage. The Team Web page has a list of all members and can be customized with pictures and content. This is a great place to advertise your team's success and "sell" yourself to potential team members and donors! The Team Captain is the only team member with access to make edits to text, upload videos, post pictures, etc.

### Tips for Team Webpage

Share your team's story. Let donors and potential donors know why you've teamed up, whom you are walking to honor, and, what your team fundraising goal is. Update your team's Web page frequently so potential donors know which team members still need donations to reach their \$1,800 fundraising minimum.

### Online Team Listing

Teams may be designated as "closed" or "open" for others to join on the AVON 39 website. If you chose to have a "closed" team (requiring potential teammates to know your team password when they register online), the password you chose will be in this field under the "Team Page" tab. If you would no longer like your team to be closed, simply delete the password. You can add and change the password at any time to make your team closed or open. Click "**update**" if you make any changes.

## FUNDRAISING STRATEGIES

### Hosting a Team Fundraising Event

Many teams find it helpful to enhance their individual fundraising efforts by hosting a team fundraising event together. Not sure where to start? Ask your Walker Coach for resources and templates to get you started.

Here are a few fundraising event ideas that your Walker Coach can help you with:

#### Fundraising Sale:

Examples of a fundraising sale include a yard sale, book sale, or even bake sale. A sale helps you to expand your fundraising audience and can easily turn a member of your community, neighborhood, and office building into a new donor.

#### Holiday Fundraising Event:

Bring your community of friends, family and supporters together by hosting a New Year's Eve Party, a Saint Patrick's Day celebration or a Mother's Day Brunch.

#### Fundraising Food Event:

Nothing brings people together like food! So why not host a chili cook off, a pancake breakfast, or an ice cream social to create a very special occasion for sharing your team's story about why you're participating this year.

### Tips for Finding Sponsors to Support Your Team

The most obvious 'sponsor' candidate for your team is your employer (or the employer of a teammate.) You should also ask a business that you and/or your team members frequent, such as a restaurant, a pub, local coffee shop, or gym to sponsor your team. Then plan your 'ask' strategy.

- **PLAN** your big ask: Make an appointment with the business owner or general manager and have all your facts ready: why you're doing the event, where the money raised goes, how much they have to donate for naming rights, and most importantly, what they get out of it (exposure, brand loyalty and a chance to be aligned with AVON 39 The Walk to End Breast Cancer).
- **REQUEST** a large donation. For example, you may ask for a \$5,000 donation, or you may ask for a \$2,500 donation and for this company to cover the cost of printing your team shirts.
- **OFFER** your sponsor naming rights (your team is now the "Tony's Pizza Palace Team") and exposure; by wearing their t-shirt on your training walks and during the Walk Weekend, you're providing free advertising.

- **INVOLVE** your sponsor. Inquire if they'll allow you to recruit new team members from within the company (including family and friends of employees), allow your team to actively fundraise at work (i.e.: hang posters, post information on the company Intranet, give your team a shout-

out in the company newsletter, etc.), offer matching gifts for donations received, provide the team with company shirts to wear on the walk weekend (great advertising!), and finally, have employees, family and friends sign up to volunteer during the walk weekend or host a cheering station along the route.

In the event that your employer is unable to commit to being your exclusive sponsor, inquire if they're still interested to provide your team with some of the support listed above. **Most importantly – remember to ASK!**

## PREPARING FOR THE WALK WEEKEND

### Before AVON 39 The Walk to End Breast Cancer

#### Team Members:

- Log-in to your Participant Center to start your fundraising and training right away.
- Download and use the Facebook fundraising application and the AVON 39 email badge to enhance your individual fundraising efforts.
- Access the Go The Distance Training Program by Reebok and download the Pedometer application to track your training efforts right away!
- Invest in wicking socks, properly fitted shoes, a hydration system (a water bottle, camelback, etc.), so that you're prepared for both short and long training walks.
- Create team t-shirts, team hats or a team banner to identify your team along the Walk route.
- Decide how you will decorate your tents to make them more easily identifiable at Basecamp 39.

#### Team Captains:

- Provide regular email updates to your team on fundraising, training and any special events that you'll be attending. (Start by sending updates every 4-6 weeks and as you get closer to the event, send weekly updates). The more time you invest regularly updating your team, the more invested they'll be to begin or continue their fundraising and training efforts.
- Discuss your team's fundraising plans. Will you take part in Team Fundraising? Will you host a team fundraiser together and if so, when?
- Highlight the top individual fundraisers on your team and ask them to share their secrets of success.
- Determine if your team will have team t-shirts.
- Talk with your team about Team Tenting, an option for teams that will allow all members to have their tents in the same area at Basecamp 39. You should work with your members to determine tentmates in advance of the Walk Weekend, and select those tentmates online during Early Check-In.
- If you or your team are not tenting, make sure you decline the tenting option in your participant center during our Early Check-In.

- Encourage team members that have met their \$1,800 fundraising requirement early to complete Early Check-In online in their Participant Center. This online system will allow your team members to complete their medical form, choose a tentmate, and receive their walk weekend materials (bracelet and luggage tag) in the mail.
  - Confirm all team members have completed their medical form to ensure a smooth check-in

### Event Eve

- Any team members who did not complete Early Check-In must attend Check-In Friday. Remember to bring any last minute donations (with completed donation coupons) with you.
- If you have a teammate who has not raised their minimum, check to see if other teammates have cash or checks they are willing to donate to help that team member reach their minimum. A 39er's donations that have already been posted to their account cannot be transferred, and there is no expectation that teammates share their personal donations with other team members.
- A team member who has not reached their \$1,800 minimum by Check-In Friday may participate in the AVON 39, but **only if they sign a Fundraising Commitment Pledge form at Check-In Friday**, which is their pledge to continue fundraising the required \$1,800.
- **Important!** Teammates, friends or family members are not able to check-in someone else. Wristbands are only provided to 39ers prior to the event through Early Check-In, or when an individual 39er checks-in at Check-In Friday.
- Plan to have dinner together if possible (early – you'll need your rest!)

### Opening Ceremony

- Decide on a pre-determined location for your team to meet up, so you can begin your walk together.
- Take a team photo at Opening Ceremony so that you can illustrate the experience for your donors!

### During AVON 39 The Walk to End Breast Cancer Weekend

- Come ready to take down breast cancer together!
- Engage with other 39ers and other teams out on the route.
- Take a TON of photos!
- Meet for dinner at the Basecamp 39 on Saturday night. Some team members may walk at a different pace, so it's best to pre-determine a specific time when you can all meet in the dining tent.
- Meet for breakfast at the Basecamp 39 on Sunday morning. The route will open early in the morning, so give yourself enough time to take down your tents, stretch out and have breakfast.
- Encourage ALL team members to register for 2016 on-event, where you'll receive the best registration offer of the season! Plus, you'll be able to set up your team right away too.

## Closing Ceremony

- Stay for the Closing Ceremony. It's the culmination of your weekend and your team's blood, sweat and tears to finish.
- Celebrate together with friends and family.
- Take one last team photo – for next year's Team website!

## After the Walk

- Thank everyone, especially all of your donors (and potential donors). Let them know that your team will be walking again next year and you'll need their continued support to crush breast cancer. Be sure to include group photos you took during your AVON 39 weekend!
- Stay in touch with your teammates and host a reunion party, so your team has an opportunity to get together and celebrate your great accomplishments and get started with preparations for next year's Walk.

## FREQUENTLY ASKED QUESTIONS

### How many people must be registered to set up a Team?

A team is a minimum of two registered participants; teams can be comprised of just Walkers or a combination of Walkers and Crew Members. There is no team member maximum.

### What is the Team Fundraising Goal?

Each registered Walker has committed to raising the \$1,800 fundraising minimum, so you calculate your team's fundraising goal based on the number of walkers and multiply it by \$1,800. For example, a team with 5 Walkers would have a minimum fundraising goal of \$9,000. Remember to adjust your team's fundraising goal each time a new (Walker) team member joins your team. Consider a stretch goal for your team, meaning a monetary goal that is above and beyond everyone's fundraising minimum! Our Walkers raise an average of \$2,400 each and we bet your team members can too! Crew members have no minimum fundraising requirement, but they certainly are encouraged to fundraise.

### Is it possible for a donor to make a general donation to the Team?

It is possible, but only if your team has worked with your local Teams Coordinator to activate the online Team Fundraising option. Looking for more Team Fundraising details? Contact your local Teams Coordinator.

### Maximizing Fundraising Potential for *Online* Donations:

Team Captains should use their Team Fundraising Webpage like a blog and direct potential donors to give to certain team members who have not yet met their minimum. Each team member will have



Avon Foundation for Women  
777 Third Avenue  
New York, NY 10017

**39forBC.ORG**  
1 888 410 WALK

their name listed on the Team Fundraising Webpage as a live hyperlink to their own individual fundraising page. But don't stop there! When every member has raised the minimum, increase your

team goal – last minute donors will be more likely to make their donation if they think your team still needs donation to meet your goal!

### **Maximizing Fundraising Potential for *Offline* Donations:**

Team Captains can distribute offline check or credit card donations among team members, but **only before** these donations are submitted to the AVON Walk. If a single check needs to be split among several team member accounts, the check should be submitted with a completed donation coupon for each team member to be credited; each team member must use their own donation coupons and clearly indicate how much of the donation should be credited to his/her account.

### **Is it possible to transfer funds to another Team Member?**

**NO.** Once donations have been submitted for posting to an individual walker's account, they cannot be transferred to another walker. (All AVON 39 donations are non-transferrable and non-refundable).

**Important Note:** A donor can continue to make donations to a Walker even if that Walker's minimum has been met, and other team members have not met their minimums. It's important to update the Team Webpage so donors are aware of **who has** and **has not** met their fundraising minimum.

*\*While we receive many requests, we are unable to redistribute donations received through the Team Fundraising Webpage after the initial allocation; as such, please be sure to make any necessary plans in advance.*

### **How can a team member submit Matching Gifts?**

Remind your team members to check with their donors to see if their employers offer matching gifts, which can often double donations. The original donation can be made either online or submitted using a walker's donation coupon and envelopes. Matching gifts will not be credited to your account until the matching gift check has been received. The matching gift paperwork, which comes from the company of origin, should be sent to:

AVON Foundation for Women  
Attn: Matching Gifts  
1 AVON Plaza  
Rye, NY 10580

If the original donation was made directly to the Team webpage, the match will be placed into the Team Captain's account and can be split by contacting the Teams Coordinator. Individual team member matches will be credited to the team member who received the original donation. Matching gifts cannot be transferred from one team member to another.

**2015**

HOUSTON  
Apr 25-26

WASHINGTON DC  
May 2-3

BOSTON  
May 16-17

CHICAGO  
Jun 6-7

SAN FRANCISCO  
Jul 11-12

SANTA BARBARA  
Sep 12-13

NEW YORK  
Oct 17-18

**Reebok**  
national sponsor