



walk + Run FOR LIFE

TEAM CAPTAIN HANDBOOK

Walk to support those in unplanned pregnancies. Walk & Run for Life.

SATURDAY, JUNE 27
LAKE NOKOMIS

THANK YOU!

Thank you for your interest in making a commitment to gather and lead a team of walkers or runners for the New Life Family Services Walk & Run for Life 2015! As a team captain, you play a crucial role in the success of this event. You are the key to recruiting walkers and runners which will help raise the money needed to save lives and transform the lives of many men, women, and children in Minnesota. We hope the following information will encourage you and effectively guide you through the process of forming a team and raising support.

NEW LIFE FAMILY SERVICES

New Life Family Services is a Christ-centered ministry offering love, hope, and healing to those who have been affected by an unplanned pregnancy by sharing the Gospel in word and in deed. New Life Family Services is not political, but rather exists to honor the sanctity of human life by assisting clients with life-affirming decisions with the love and compassion of Christ.

Our services include:

- Pregnancy testing and counseling
- Ultrasounds
- Licensed adoption services
- Parenting education
- Maternity clothes and baby items
- Abortion recovery program
- STD testing and treatment

Facts about New Life Family Services:

- We serve over 10,000 men, women, and children each year.
- 94% of women who receive a free ultrasound at New Life choose life for their unborn baby!
- We have four locations: Richfield, Saint Paul, Minneapolis, and Rochester.
- Established in 1973 - one of the oldest, largest, and most comprehensive pregnancy centers.



2015 WALK & RUN FOR LIFE

The annual Walk & Run for Life is one of our largest fundraising and community events with hundreds of people participating each year. This event is a simple way for people to get involved by actively displaying their support for the sanctity of human life and the desire to make a difference in the lives of women and men facing unplanned pregnancies. The goal is to raise funds for New Life Family Services and celebrate what God has been doing through this ministry in the last 41 years. This is a non-political Walk & Run designed for all ages.

CONTACT INFORMATION

Chelsea Ordway
Event Manager
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(612) 866-7643 ext. 162

All event information including this handbook can be found at www.nlfs.org.

GETTING STARTED



Real Lives Changed

Audra - Pregnant at 17, had an abortion scheduled. She chose life after seeing an ultrasound at New Life.

Nicole - After nearly nine years of silent pain after an abortion, her life was transformed through the Conquerors program.

Leah - Made an adoption plan for her baby and received Christ as her Savior.

Joe - His parents came to New Life as an unmarried young couple. Through the help of New Life, his parents eventually married. Joe is now in the JAG Unit of the Marine Corps.

Mark* & Jamie* - Struggled with infertility for years. They were blessed with a child through adoption at New Life.

*Name changed

1. Sign up

Register at www.nlfs.org or by calling (612) 866-7643. During registration, create a name for you team/church. Upon successful registration, you will automatically receive a personal fundraising page. Customize your fundraising page with pictures and your personal story then send the link to your page to friends and family.

2. Recruit

Recruit walkers or runners to join your team. Make sure to give them your team name, which each team member will select during their individual registration process. Each team member will be provided a personal online fundraising page, which they can customize with their own information. Team members will fundraise individually but your donations are tracked as a team. Once your team/church members have secured donations, as the team captain you will be able to track your team's fundraising efforts.

3. Establish a fundraising goal

Set a goal for your team and encourage members in their individual fundraising. Encourage each team member to raise at least \$100 - enough to provide one ultrasound and one pregnancy test and enough to earn them a free Walk & Run for Life t-shirt. Consider providing additional incentives for your team as the leader - maybe a pizza party if you can reach your team goal or a \$5 coffee gift card for each individual who reaches their individual fundraising goal.

4. Collect Pledges

Begin asking family, friends, and other people you know to sponsor you with a tax-deductible gift. Think of everyone you know and simply ask. You may utilize the online fundraising page provided to you or download the Sponsor Form from our website. On Walk day, bring any money you have collected to the Registration Table.

5. Walk or Run!

Meet your team at 9:00 am on June 27th at Lake Nokomis. Check in with your team at the Registration Table and make sure you turn in any sponsor forms. Then, get your free team/church photo taken (team photos will be posted on our Facebook page following the event). Get some good exercise, have fun, and celebrate the money you have raised for a great cause!

HELPFUL TIPS

RECRUITING:

- **Get excited** about your cause! Enthusiasm is contagious.
- **Communicate** - Talk to family, friends, co-workers, church contacts, classmates, pastors, etc.
- **Post materials** - posters, bulletins, sponsor forms at your church and workplace (available at www.nlfs.org).
- **Present information** to your small group, staff meetings, Sunday school classes, youth groups, and Bible studies.
- **Announce** - Make an announcement during your church service.
- **Prizes** – Tell people about the great prizes they can win (see page 4).
- **Share your passion for life** and the ability to make a significant difference in the lives of many.

FUNDRAISING:

- **Face-to-face** gets the best response!
- **Let people know why you're raising money** and offer them information about New Life Family Services.
- **Specify** the desired contribution. Ask your sponsor for a specific dollar amount to make the decision process easier for them. Suggest \$30, enough to provide of free pregnancy test and counseling session. All donations are tax-deductible.
- **Simplify** the method of giving by doing the following:
 1. Pick up the sponsor's money for them.
 2. Leave an addressed and stamped envelope.
 3. Refer them to your fundraising page where they can give online.
- **Follow Up.** Make sure to thank each of your sponsors and assure them that their individual gift is very important!
- **Ask frequently.** Many people intend to sponsor you but forget. Send a friendly reminder.

Raise \$200 in 5 Days:

- Day 1:** Sponsor yourself for \$15 and ask someone in your family to match it
- Day 2:** Ask 2 coworkers to sponsor you for \$15
- Day 3:** Ask 2 friends to sponsor you for \$20
- Day 4:** Ask 2 neighbors to sponsor you for \$30
- Day 5:** Ask 2 people from church to sponsor you for \$20

Raise \$500 in 10 Days:

- Day 1:** Sponsor yourself for \$50
- Day 2:** Ask 2 family members to sponsor you for \$25
- Day 3:** Ask 4 friends to sponsor you for \$20
- Day 4:** Ask 5 coworkers to sponsor you for \$20
- Day 5:** Ask 4 neighbors to sponsor you for \$10
- Day 6:** Ask 5 people from your church to sponsor you for \$10
- Day 7:** Ask your employer to sponsor you for \$20
- Day 8:** Ask 3 local merchants to sponsor you for \$20
- Day 9:** Ask 2 businesses you frequent to sponsor you for \$25
- Day 10:** Take a break and pat yourself on the back!

EVENT SCHEDULE & PRIZES

SCHEDULE OF ACTIVITIES

9:00 a.m.

Registration & Check-in
Bagels, Granola Bars, Fruit, Coffee

9:30 a.m.

Kid's Recess (.25 or 1 mile)
Walk Merchandise for Sale

9:45 a.m.

First Light Puppet Show

10:00 a.m.

Welcome & Announcements
Walk & Run Begins
(one lap around Lake Nokomis;
Runners will start first)

Post-Walk

First Light Puppet Show
Famous Dave's BBQ
(\$5/person in advance only)
Kid's Activities

FUNDRAISING REWARDS

Prizes are awarded to individuals who collect pledges at the following levels.



Apple and Fitbit devices are given away on behalf of New Life Family Services. Apple and Fitbit are not a sponsors of this event.



Pam Lundell, from the KTIS Morning Show, will be joining us to kick off the event.

SAMPLE FUNDRAISING LETTER

Dear Chris,

I am excited to tell you that I am participating in New Life Family Services' annual Walk & Run for Life on Saturday, June 27, 2015. The Walk & Run for Life is a way for me to make a non-political, but visible stance for the sanctity of human life in my community and to support an effective ministry that helps women, men, and children every day.

(Insert your personal story and connection to New Life).

New Life Family Services offers many services through First Care Pregnancy Centers including free pregnancy testing and counseling, ultrasounds, STI testing and treatment, licensed adoption services, parenting education, maternity clothes and baby items, and an abortion recovery program. All services are free to families in need, which is made possible by those who generously give to the ministry. The goal of New Life Family Services is birth for the little ones and rebirth for their mothers and fathers.

Will you join me in supporting New Life's efforts to offer options, support, and the love of Christ to women and men facing an unplanned pregnancy? By supporting me with a tax-deductible donation, New Life can continue to offer love and hope to thousands of women and men each year.

Please take a moment to visit my fundraising page ([link to fundraising page](#)) to make an online donation or let me know the amount you would be willing to pledge and your address. You have the option of being billed following the Walk & Run.

Thank you for your support!
Sarah

"I felt as though no one understood what I was going through until I met the staff at First Care Pregnancy Center. After talking with them, I realized I had options and that I wasn't alone."



FAQs

Why participate in the Walk & Run for Life?

1. Walking with others creates community awareness of life issues and the work of New Life Family Services.
2. The Walk & Run is an opportunity for involvement in a positive, non-political, pro-life activity.
3. The funds raised through the Walk & Run keep our doors open.
4. We are able to raise much needed funds that allow us to continue to provide free services to our clients.

How far do I have to walk or run?

One lap around Lake Nokomis, approximately 2.5 miles. The Walk & Run will begin at the same time. Runners will start first.

Where do I go to walk or run?

The Walk & Run will begin at the Lake Nokomis Beach House. Self-parking is available in the lots at Lake Nokomis or on the street.

How much money do I need to raise?

It's up to you. Aim for at least \$100 to earn a free t-shirt. In 2014, our walker average was nearly \$500. You might be surprised how many people will give when you ask. What you don't collect, we will collect for you through the mail. At registration, turn in your teams sponsor forms and any money that you have collected.

What if I can't be there the day of the walk or run?

You can walk or run on your own in your favorite park or neighborhood and simply mail or drop off the sponsor form with any collected money at the center closest to you.

What if it rains?

We will Walk & Run rain or shine!

Is there food and beverage provided?

We will have bagels, fruit, coffee, and water available at 9:00 a.m. Famous Dave's BBQ will be available following the Walk for \$5/plate (pay in advance only). Water will be available at the Beach House and along the course at the half way point.

Are there bathrooms onsite?

Yes. There are bathrooms available at the Beach House.

Other questions?

Call Chelsea at 612-866-7643 ext. 162.