



# TEAM PACKET

## 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 for Life! 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 and we're opening our fifth this June: Richfield, Saint Paul, University, Phillips, and Rochester.
- Established in 1973 - one of the oldest, largest, and most comprehensive pregnancy centers.

## 2022 WALK FOR LIFE

The annual Walk 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. This year our walk is a carnival theme! Enjoy this family-friendly experience, have fun playing games along the walk route, enjoy live music, and a petting zoo at the finish line knowing you walked for life!

## CONTACT INFORMATION

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Development and Events Manager  
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(612) 746-5662

All event information including this handbook can be found at [www.nlfs.org](http://www.nlfs.org).

# GETTING STARTED



## REAL LIVES CHANGED

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](http://www.nlfs.org) or by calling (612) 746-5662. During registration, create a name for your team. 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 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 to earn them a free New Life T-shirt.

### 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 9:00am on Saturday, June 11th at Normandale Lake Bandshell. Check in with your team at the Registration Table and make sure you turn in any physical sponsor forms you may have. Then enjoy some breakfast, 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](http://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 \$49 in honor of our 49 years of ministry! 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 \$100 in 5 days

- Day 1:** Sponsor yourself for \$10 and ask someone in your family to match it
- Day 2:** Ask 2 coworkers to sponsor you for \$10
- Day 3:** Ask 2 friends to sponsor you for \$10
- Day 4:** Ask 2 neighbors to sponsor you for \$10
- Day 5:** Ask 2 people from church to sponsor you for \$10

## 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 Open  
Breakfast, Coffee & Water

### 9:30 a.m.

Kid's Race

### 10:00 a.m.

2.1 mile walk around  
Normandale Lake

### Post-Walk

Prizes for Fundraisers  
Petting Zoo  
Food Trucks/Vendors  
Balloon Artist  
Temporary Tattoos

## INDIVIDUAL PRIZES



**\$100 or more**  
**Walk for Life T-Shirt**



**\$500 or more**  
**NLFS Sweatshirt**



**\$2000 or more**  
**Apple Airpod Pros**



### **GRAND PRIZE WINNER**

The individual that raises the most money will receive a grand prize of a YETI cooler!

## WINNING TEAM PRIZE



Every individual on the team that raises the most amount of money, will receive two tickets to a Twins game!\*

\*Winners will be given a selection of 4 games to choose from for their tickets.



# SAMPLE FUNDRAISING LETTER

Dear Chris,

I am excited to tell you that I am participating in New Life Family Services' annual Walk for Life on Saturday, June 11, 2022. The Walk 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, 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. New Life Family Services is life-affirming before and after a pregnancy which includes everything from healthy relationships, healthy pregnancies, and guiding women and men as they enter parenthood.

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. Please consider giving a gift of \$49 in celebration of 49 years of ministry!

***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 is an opportunity for involvement in a positive, non-political, pro-life activity.
3. The funds raised through the Walk 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?**

Run or walk one lap around Normandale Lake (approximately 2.1 miles).

## **Where do I go to walk or run?**

The Walk will begin at the bandshell at Normandale Lake Park in Bloomington. Self-parking is available in the lots north and south of the Pavilion. There will be directional signs pointing you to registration.

## **How much money do I need to raise?**

It's up to you. Aim for at least \$100 to earn a free t-shirt. 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 (if you've printed one off) 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 pastries, fruit, coffee, and water available at 9:00 a.m. There will be treats along the path as well. Afterward, there is lunch for purchase at one of our food trucks/food vendors on site, if desired.

## **Are there bathrooms onsite?**

Yes. There are bathrooms available at the bandshell.

## *Other questions?*

Email Hannah at [hannah@nlfs.org](mailto:hannah@nlfs.org).