

SEPTEMBER 15, 2018

WALK FOR RECOVERY

MINNESOTA RECOVERY CONNECTION



2018 TEAM CAPTAIN'S GUIDE

Why a Walk for Recovery?

MRC's Walk for Recovery is a National Recovery Month event to express gratitude, convey hope, and to celebrate all in recovery and those who help make recovery happen!

Be an ambassador for recovery: register and walk; form a team; do some fundraising; or volunteer on the day of the Walk. A little can go a long way! All funds raised by WALK TEAMS will help MRC to continue our mission to strengthen the recovery community through peer-to-peer support, public education, and advocacy.

Help us show that recovery is real—it's happening everyday in Minnesota. Join the joyful solidarity of 5,000 plus people at the Walk for Recovery to celebrate recovery, show your support, generate hope, reduce stigma, and offer living proof that **Recovery Works!**



GET INVOLVED TODAY! walk.minnesotarecovery.org

Team Captains



What is a Team Captain?

Walking as a team is the best way to get the most out of the Walk for Recovery. A Team Captain is a lead organizer and motivator for their team.

A team inspires more people, and raises more money. Teams can represent your recovery community, school, community of faith, neighborhood, or be in the memory of a loved one affected by addiction or celebrate a loved one's long term recovery.

Minnesota Recovery Connection is thrilled to welcome you as a Team Captain and we are committed to helping you every step of the way. Team Captains are responsible for recruiting people to join their WALK TEAM, naming their team, setting a team fundraising goal and continually communicating with and encouraging team members prior to and during the day of the Walk. Team Captains are MRC's primary contact and liaison to the WALK TEAMS. The Team Captain will receive ongoing information and updates leading up to the Walk for Recovery.



What does a Team Captain do?

- **Creates a team for the Walk for Recovery.**
- **Determine the size of your WALK TEAM.** Do you want 3-5 people? 55 people? It's all up to you!
- **Chooses a name for your WALK TEAM.** You can get really creative or keep it simple. What will reflect your group of team members the best? Examples last year included:
 - > **Happy Trails** > **Jesse's Journey** > **Team Clean**
- **Lead your team to reach a fundraising goal.** Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Last year, teams collectively raised over \$45,000. Some teams raised \$150 and some teams raised over \$3,000. Ask each walker to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 10 walkers can easily raise \$2,000 if each walker raises \$200. You can set a fundraising goal of any amount! It only depends on what you and your team want to raise together. **Remember – any individual who raises \$50 or more by August 26, 2018 will receive a free Walk for Recovery t-shirt!**
- **Keep your team aware, motivated and excited.** Help your team members make the most of their experience with the Walk for Recovery. Help them register and create their fundraising page. Have fun and build team spirit. Create a team T-shirt, banner or hat to help identify and encourage your team. Set up a Facebook page for your team. This is a great way to communicate with all of your teammates, upload pictures from previous years' Walks, and you could even make a video appeal for more donations
- **Makes sure you get a Team Photo on the day of the Walk.** Be sure to stop by the Recovery Works banner together as a team and have your team picture taken!

How to Build a Team

As a team captain, you may be wondering, "how do I get started?" and "who should be on my team?" The best answer is to include everyone you know! Remember that the recovery community is made up of more than just individuals in recovery—it also includes anyone who supports recovery like family members, friends, neighbors, addiction recovery professionals, and other allies. When creating a team, start with all the people in the recovery community that you've met along the way. The recovery community is full of enthusiastic individuals ready to step up and help out! Here are a few team suggestions to get you started:

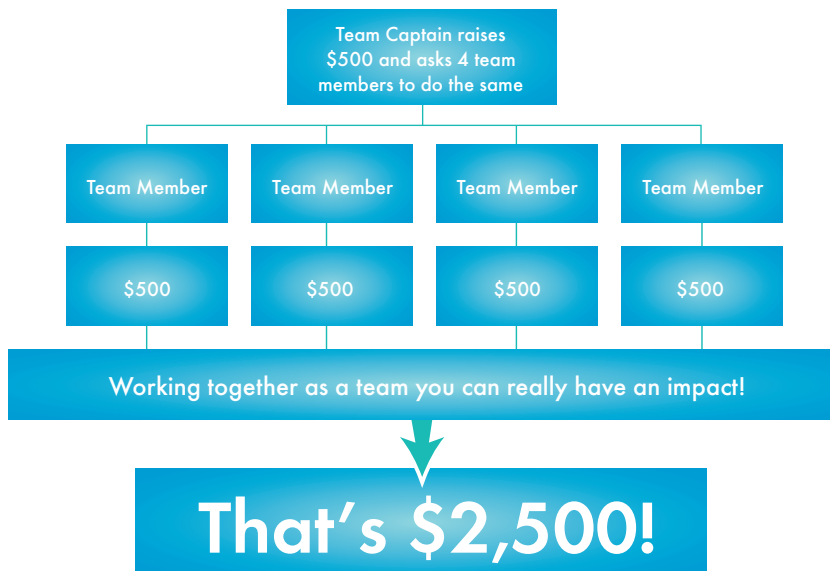
- **Family Teams** • **Teams of Co-workers** • **Faith-Based Teams**
- **School Teams** • **Teams by Town, City or County**
- **Friend Teams** • **Company or Organization Affiliated Teams**

Fundraising

How to Fundraise for The Walk

You can fundraise for the Walk as a team member or as an individual. Once you've registered for the Walk, visit your Participant Center to personalize your own unique fundraising page. Be sure to let your friends and family know how they can support your participation in the Walk for Recovery. Funds that you or your team raise will help MRC to continue to strengthen the recovery community through peer-to-peer support, public education, and advocacy.

Anyone who raises \$50 by August 26, 2018 will receive a FREE WALK T-SHIRT!



How to Raise \$500 in 7 Days!

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|----|---|----------|
| #1 | Donate yourself first | \$25.00 |
| #2 | Ask 4 family members to donate \$25 each | \$100.00 |
| #3 | Ask 5 co-workers to contribute \$15 each | \$75.00 |
| #4 | Ask 5 friends to donate \$20 each | \$100.00 |
| #5 | Ask 5 neighbors to donate \$15 each | \$75.00 |
| #6 | Ask your boss for a company contribution of \$50 | \$50.00 |
| #7 | Ask 3 businesses you frequent for a donation of \$25 each | \$75.00 |

TOTAL \$500.00

AND THERE, YOU'VE DONE IT!

Refer to walk.minnesotarecovery.org for more fundraising ideas!

Tips for Team Captains

Tips

- HAVE FUN!
- Keep in contact and support your team members.
- Keep them informed of fundraising progress and provide motivation.
- Ensure that each team member feels supported in their efforts.
- Coach team members who are uncomfortable with asking for donations so they feel more comfortable.
- Identify the strengths of your team members. Some may not be good at asking for donations but can help with promotion or motivation.
- Celebrate significant successes: recognize a fundraising goal, new team member, etc.
- Start a friendly competition with your team members to help them reach their goals.
- Promote earning Badges.
- Encourage team members to be proud of the important role they and their family and friends are playing in reducing stigma and celebrating recovery.

Successful team captains:

- Communicate with and recognize their team members regularly.
- Are enthusiastic and passionate about recovery.
- Establish and meet their fundraising goal; or exceed if the goal is met early.
- Personalize your team page and help team members personalize their own Walk pages

Team Captain Checklist and Timeline

Eight weeks before the Walk

- Attend The Walk Kick-off Barbeque and get all the info you will need to promote the Walk and recruit team members.
- Start to work closely with the MRC Volunteer Coordinator and review the materials provided on the website and social media to build your team.
- Recruit team members to help you build your team.
- BE A LEADER! Register first and make a donation to yourself. Set the example for the rest of your team.
- Develop a recruitment game plan that includes things like publicizing the walk within your company, organization, or school if permitted and distributing Walk info at businesses and communities you frequent.
- Visit the Walk website for details on matching gifts and encourage your team to do the same.

Four to six weeks before the Walk

- Frequently communicate progress and motivate your team.
- Remind team members to continue to ask for donations.
- Make plans for everyone to meet on Walk Day.

Two to four weeks before the Walk

- Remind the team members that **Anyone who raises \$50 by August 26, 2018 will receive a FREE WALK T-SHIRT!**
- Continue to promote the Walk and fundraise through emails and social media.

One to two weeks before the Walk

- Make a final big push to recruit as many walkers as possible and meet your fundraising goal.
- Send a final reminder to all your WALK TEAM members about the Walk for Recovery and urge them to make a final fundraising push.

Walk Day!

- Ensure all team members check-in or register the morning of the Walk.
- Turn in your offline donation form with all the cash and check donation at the t-shirt tent. Make sure your team members do the same. The offline donation form is available on the Walk website.
- Make sure to get your team together for a Team Photo under the Recovery Works banner!

Walk With the Honor Guard

People with 10+ years of recovery are invited to participate in the Honor Guard by wearing a purple sash and leading the Walk. The purple sash is a powerful symbol of hope and proof that long-term recovery is possible! Purple sashes will be provided at the registrations tents for walkers with 10+ years of recovery.

Honor Guard members should pick up their sashes before the start of the Walk and assemble near the balloon arch at 10:30 am for an annual group photo.

The Honor Guard then leads the Walk with teams and others joining in behind them at 11:00 am. Shortly after the start of the Walk, the Honor Guard steps aside along the route to cheer the rest of the walkers on their way. It serves as the embodiment of the message we need to send - Recovery is Possible and Long-Term Recovery is Real!



Social Media is a great way to promote the Walk for Recovery, your Walk Team and to fundraise for the Walk!

Promote the Walk for Recovery and fundraise on Facebook, Instagram, Twitter, YouTube—and wherever else you're social!

- **Inspire** friends with your status updates by including stories on the positive side of your recovery and sharing your fundraising progress.
- **Thank** donors in your status and on their walls.
- **Advertise** it! create your own Facebook event for your team at the Walk, invite everyone, and be sure to make it an open event.
- **Create** a video letting people know you are fundraising for MRC's Walk for Recovery and ask for their support.
- **Donate** your Facebook profile picture and/or your cover photo to help support and promote the Walk for Recovery!

For more information and to get customized images to use in your efforts, visit walk.minnesotarecovery.org and click on "Social Media Tools" listed under "Team Captains" in the menu bar.