2018 Team Captain Guide

Register at www.promisewalk.org
We are truly grateful for your help with *The Promise Walk for Preeclampsia™* ([www.promisewalk.org](http://www.promisewalk.org))! Your job is to recruit co-workers, friends and family members who will help raise money and awareness for the Preeclampsia Foundation and rally together on the day of our local walk! The attached step-by-step instructions will help you lead a successful team and make the most of your Promise Walk experience.

And most importantly… HAVE FUN! We look forward to celebrating with you at the *Promise Walk*.

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**Team Captain Planning Checklist:**

- Set your team fundraising goal.
- Customize your team walk page on [www.promisewalk.org](http://www.promisewalk.org).
- Recruit 15 fellow walkers and ask them to join your team online.
- Ask each walker to raise a specific amount each (for example, $200).
- Send regular messages to your team. Make it FUN!
  - Identify any preeclampsia survivors on your team and ask them to share their personal story on their personalized fundraising page.
  - Recognize your walkers for progressing towards and achieving their goals.
- Pick a spot & time at the *Promise Walk* to meet up so your team can all walk together.
- Celebrate your team’s success together at the *Promise Walk*!
Why Do We Walk?

By joining *The Promise Walk for Preeclampsia*, participants enable the Preeclampsia Foundation to continue our lifesaving work. Every stride we make is one stride closer to fulfilling our promise to deliver hope to millions of families impacted by preeclampsia each year.

Too few know the reality and impact of preeclampsia, a life-threatening disorder of pregnancy that affects both the mother and the unborn baby. Any woman can be affected, regardless of her race, ethnic background, skin color, size, hometown, or whether she is rich, poor, or somewhere in the middle.

We Walk for…

- Research, that will one day help to treat or even prevent preeclampsia.
- Our babies who are born too soon.
- Dads who must face a terrible choice.
- Education for ALL pregnant women.
- Healthcare practices that save lives.
- Moms and children who cannot walk with us today.
Preeclampsia Foundation Overview

Our Mission

The Preeclampsia Foundation is the only non-profit in the United States devoted to hypertensive disorders of pregnancy, serving the 300,000 women who develop preeclampsia each year here in the U.S.

Our mission is to reduce maternal and infant illness and death due to preeclampsia, HELLP syndrome, and other hypertensive disorders of pregnancy by providing patient support and education, raising public awareness, catalyzing research and improving healthcare practices.

With your help, we are achieving our vision of a world where preeclampsia no longer threatens the lives of mothers and babies.

Your Impact

Science has gotten us closer, but there is still no known cause or treatment for preeclampsia. The efforts of your Promise Walk team support educational programs, helping moms get the information they need for the healthiest pregnancy outcome possible.

Most importantly, your work supports the necessary science and catalyzes new researchers to embrace this important field of study. Every stride brings us closer to ensuring healthier pregnancies for all women!

What Your Fundraising Does

Educate, support and empower women – and their friends and loved ones – about preeclampsia:

- 600 active volunteers trained in awareness-raising, patient support and education
- 2,400 stories shared by survivors and/or their family members

Increase public awareness:

- 40+ cities hosting The Promise Walk for Preeclampsia™ in 2017
- 5,000 new visitors to our website (www.preeclampsia.org) every day

Improve the clinical practices of health care providers:

- 2 million patient education brochures and materials distributed to clinics, health centers, and provider offices
- 500 health care providers educated through in-person and online CME/CEU courses and symposia over the past two years

Fund and advocate for research and improved policies to meet critical gaps:

- $600,000 in research funding
- 5,000 participants recruited for research studies
After you have visited your local www.promisewalk.org page and registered, you will have access to the administrative backsite of the Promise Walk.

- Login with your email address and password at www.promisewalk.org
- Edit your profile to include a personalized profile picture
- Include pictures and personal information to help personalize your page
- Encourage your team members to customize their individual fundraising pages
- You can view your team page, donations, team members and personal fundraising page from the admin backsite anytime you login!

When you finish customizing your page, it will look similar to the example below!
Steps to Successful Fundraising

Step 1. *Set your goal before you start fundraising.* Think about the programs and services made possible by the money you raise that will benefit both children and adults affected by preeclampsia.

Step 2. *Start early!* Once you are registered to walk, your easiest donation will come from yourself. Decide what amount you would like to contribute and make an online donation. Remember that it is always easier to ask others, if you have already sponsored yourself!

Step 3. *Ask everyone!* Family, friends, neighbors, co-workers, business associates, vendors, teachers, doctors, and those you have supported in the past are just starting points. Ask your employer, religious or community group, and businesses that you patronize. Many companies have a matching gift program where the company will match every dollar donated to the *Promise Walk* by an employee.

Step 4. *Choose a fundraising approach that works for you.* You can reach a large number of potential supporters using a fundraising letter or e-mail. Other ideas include contact through postcards and telephone calls. Additionally, using social media like Facebook and Twitter will not only bring in donations but will spread awareness of the Preeclampsia Foundation.

Step 5. *Select your style.* Tell supporters your fundraising goal while talking about the walk. When asking for donations, be relaxed. Show your enthusiasm for the Preeclampsia Foundation. *You’ll do best with the style of solicitation that reflects your personality.*

Step 6. *Decide on a suggested donation level.* People are more willing to donate when they know what you are expecting from them.

Step 7. *Be creative!* Establish a “dress down” day at work, hold a bake sale, car wash or dance contest; collect pocket change; have a garage sale or hold a silent auction.
Identifying and Recruiting Walkers

- Take 10 minutes to develop a list of 30 potential walkers. List twice as many people as you will need.
  - Look for busy people because they get things done!
  - Look for people who are passionate about healthy pregnancies and preeclampsia, especially, but not only, people who have been affected by these diseases.

- Ask early. Set a goal to recruit at least five of your walkers on the first day of your recruitment.

- Visit and ask each potential walker to join your team in person. People respond best when asked personally.

- Place an article in your company newsletter.

- Displaying event flyers on your desk, in the company lounge, lunchroom, fitness center, lobby, elevators, and/or stairwell.

- Recruit your company’s CEO to join your team. CEOs sometimes welcome the opportunity to mingle with their employees in an informal out-of-the-office setting.

Social Media

Your Facebook and Twitter accounts can be powerful fundraising tools, if you use them properly!

- Post your fundraising goal as your status
- Change your profile picture to our “May is National Preeclampsia Awareness Month” image
- Message your friends and ask for their support
- Tweet about your walk/run training sessions

Post frequently and emphasize your personal connection to the cause!
Ideas to help boost donations or add more team members

The Preeclampsia Foundation has pretty cool prizes for fundraising and for being a team captain but you can add to those prizes with your own personalized gifts. After all, your participants and donors are giving in honor of you-why not shower them with love! Here are some ideas and get creative!

**Personalized Incentives**

Use your own social media sites to appreciate your supporters:

- Donate $20-$50 = tag them in a special shout-out post
- Donate $50-$100 = tag them in a shout-out + your favorite memory with them
- Donate $100+ = Do a special thank you video shout-out
- Donate $200+ = special video shout-out + 3 reasons you appreciate them

Or, try a fun in-person thank you:

- Donate $20-$50 = Phone call
- Donate $50-$100 = Candy bar with a note
- Donate $100 = Game night
- Donate $200 = Dinner with them
- Donate $1000 = you’ll let them give you a pie in the face!

**Boosting team members**

- Create certificates or trophies for your top 3 team fundraisers
- Order team shirts, buttons or other “team pride” items
Involving co-workers in the Promise Walk is a great way to raise funds and build team spirit. Here are some ways to get your company involved:

- **Corporate Kick-off Event.** Host a restaurant night or office party to kick off the fundraising drive and to share your personal experience.

- **Employer Matching Gifts.** Many companies encourage employee philanthropy by 100% matching, so be sure to ask your HR department.

- **Friendly Competition.** The Promise Walk is great to build camaraderie at the office and create some friendly inter-office rivalry. Consider challenging a department at work to sign up a team and see who can raise the most money toward preeclampsia education and research!

- **Fundraising at Work.** There are many opportunities to involve your co-workers in the Promise Walk, even if they aren’t able to participate in the event.
  
  - Sponsor a “casual day” at work where co-workers make a $10 contribution to wear jeans for a day.
  - Provide breakfast or lunch at the office and ask for an optional donation amount.
  - Hold a silent auction or raffle at your company.
  - Collect donations outside your cafeteria.
  - Sell candy or lemonade.

**Sponsorship Benefits**
Ask your employer to be an official sponsor of your local event — ask your walk coordinator for more details!
Supporting Fundraising Events

Fundraising does not have to be all about asking people for individual donations by email or in person! Consider some of these fun and creative supporting fundraiser ideas to raise additional dollars toward your team goal:

- **Silent Auction or Raffle**: Get items donated and conduct auctions at a party of friends or at a local business (happy-hour, for example).

- **Percent of Sales**: Ask local merchants if they will donate a percentage of their sales on a specific day to the Preeclampsia Foundation.

- **Community Block Sale**: Get your contacts to donate their gently used goods to an outdoor group sale, with all proceeds going to the Preeclampsia Foundation. Ask people who have just held garage sales to donate what didn’t sell to your sale and advertise your sale in the local paper.

- **Lecture Night**: Invite friends to attend an afternoon or evening discussion on a topic of interest (i.e. interior design, cooking, history, etc.) and suggest a donation equal to what the information would cost if provided through the local community college.

- **Coin Canister at Local Stores**: See if local merchants will let you set up a donation canister near their register. Print up a flyer that explains that your efforts are on behalf of the Preeclampsia Foundation.

- **Bake/Snack Sales**: Buy healthy snacks and other items at wholesale price and sell them at work at regular price. Pay yourself back the cost of the items and the rest goes to your fundraising goal!

- **50/50 Drawing**: Sell tickets and the winner gets half of the money received while you get the other half.

- **Party with a Purpose**: Invite everyone over to your place for a dinner/dessert, and ask them to make a donation equal to what they would have paid for a dinner/dessert at a local restaurant. (Some local restaurants may also be willing to make their facilities available for a fundraiser.)

Visit [www.preeclampsia.org/make-a-difference/fundraising](http://www.preeclampsia.org/make-a-difference/fundraising) for more details!
Why We Need You

You are a valuable part of the fight against preeclampsia, eclampsia, HELLP syndrome and other hypertensive disorders of pregnancy and your participation in the Promise Walk will change the lives of others.

- 1 in 12 pregnancies are affected
- 10 million women across the globe
- 76,000 women and 500,000 babies lose their life each year

And these statistics are not just meaningless numbers: Each number is a person with his or her own story to share.

Natalie’s Story

_Natalie M. is a three-time preeclampsia survivor who hasn’t stopped running since age seven. Preeclampsia stopped her in her tracks._

Natalie is a cross-country runner in great shape, but at 30 weeks pregnant, she began experiencing signs of preeclampsia. Her son Joshua was born at 34 weeks at 3 pounds, 14 ounces, with a NICU team standing by to whisk him away for care.

“It was all very dramatic and not at all like I imagined,” said Natalie. “The thought of not bringing our baby home right away... it was unimaginable. For the first time ever, I remember feeling like my body had failed me.”

Natalie would go on to have preeclampsia with her second and third pregnancies as well, delivering daughter Megan at 36 weeks and daughter Elle at 32 weeks. But despite all that, Natalie has kept running, including 6 marathons. She wants to show herself, her children and other moms that preeclampsia cannot keep her down; that a woman can do anything that she put her mind to. Your work helps support moms like Natalie. [Read more of Natalie’s story...](#)