

JOIN US AS WE WALK TOGETHER TO  
REDUCE POVERTY • PROMOTE RECOVERY • STRENGTHEN FAMILIES

SATURDAY, SEPTEMBER 30, 2017  
Mercer County Park, West Windsor

Dear Walk of Hope Team Captain,

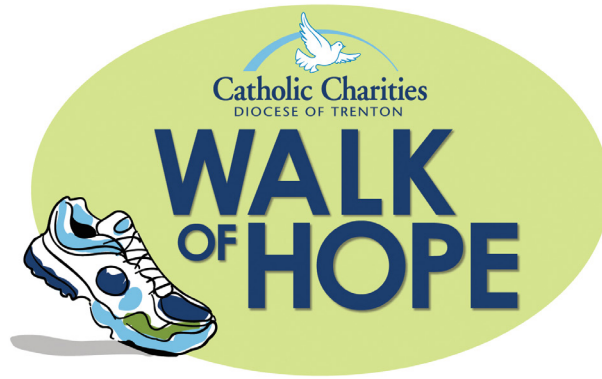
Thank you for volunteering to lead a team of walkers for Catholic Charities, Diocese of Trenton's **Walk of Hope**. Your role in helping us with our walk is significant! Your team's support of our mission allows us to continue to serve your neighbors in need.

The Team Captain packet contains the following:

- Fliers and posters for the Walk of Hope to post in your community, school, place of worship, place of employment, etc. Team members should do the same.
- Sponsorship forms for local businesses
- Team roster sheet to complete as members sign up
- Envelope to return donations not made online
- Captain's instruction and tip sheet
- Suggested script for walkers (*see attached e-mail template*)
- Brochure on Catholic Charities, Diocese of Trenton

Please feel free to contact Jenn Leip with questions. Jenn can be reached at 609-394-5181, ext. 1137 or at [jleip@cctrenton.org](mailto:jleip@cctrenton.org).

Marlene Laò-Collins  
Executive Director



## TEAM CAPTAIN INSTRUCTIONS & TIPS

**Select a team name and register your team at [www.walkofhopenj.org](http://www.walkofhopenj.org)**

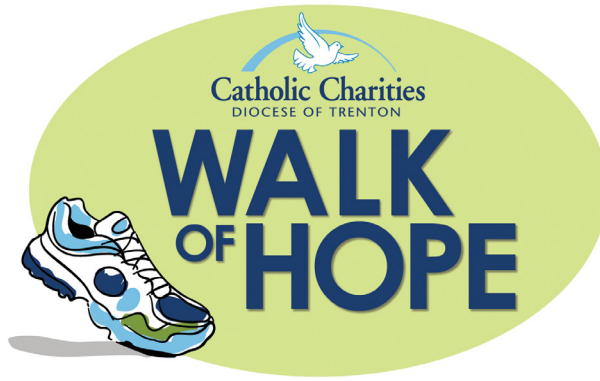
- There is no limit to the number of walkers on a team.
- You and your team members should set a goal for what you want to raise individually and as a team.
- Make your own donation the first one on your walker page and begin a phone/e-mail campaign to solicit supporters and walkers. (*Suggested template included.*)

### **Finding Teammates:**

- Spread the word to people you know. Make sure they know that Catholic Charities provides help to all in need regardless of faith background.
- Call or e-mail your friends, family and colleagues asking them to join you.
- Post information about your participation on Facebook and Twitter.
- Offer to help walkers register on the webpage.
- Provide potential walkers with an easy way to get in touch with you.
- Explain to each team member that they should be their first sponsor, so that others will be encouraged to join them in sponsoring the Walk of Hope.

### **Motivating Teammates:**

- Send weekly e-mails to your team letting them know of the team's progress toward their goal.
- Make signs for walk day. Have a pre-walk sign making event — such as lunch, dinner or a picnic.
- Say thank you!



## SAMPLE E-MAIL APPEAL

Dear \_\_\_\_\_,

I am writing to you as a participant in the Catholic Charities, Diocese of Trenton's Walk of Hope on September 30, 2017 at Mercer County Park in West Windsor, NJ.

I am walking because \_\_\_\_\_  
\_\_\_\_\_  
*(personalize).*

I would like to ask you to donate to support my participation in this walk. The easiest way to donate is to visit my personal walker page at \_\_\_\_\_. Donating is fast and secure and is tax deductible as Catholic Charities is a 501(c)3 charity.

Catholic Charities works to reduce poverty, promote recovery and strengthen families in Mercer County by offering programs that provide food, financial assistance, counseling and support.

Catholic Charities has been a trusted resource since 1913, making sure no one in crisis has had to go it alone. So, please "walk with me" and consider asking your friends to sponsor our team.

Thank you so much for your support,

Name  
Contact Information  
Amount Raised

