



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

SATURDAY, MAY 19, 2018
Mercer County Park, West Windsor

Dear Walk of Hope Team Captain,

Thank you for volunteering to lead a team for Catholic Charities, Diocese of Trenton's **Walk of Hope 5K Walk/Run**. Your role in helping with the walk is significant! Your team's support allows Catholic Charities, Diocese of Trenton to continue to serve your neighbors in need.

The Team Captain packet contains the following:

- Fliers for the Walk of Hope 5K Walk/Run to post in the community, schools, parish, 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*)

Please feel free to contact Jenn Leip with questions. Jenn can be reached at **609-394-5181, ext. 1137** or at jleip@cctrenton.org.



TEAM CAPTAIN INSTRUCTIONS & TIPS

Select a team name and register your team at www.walkofhopenj.org

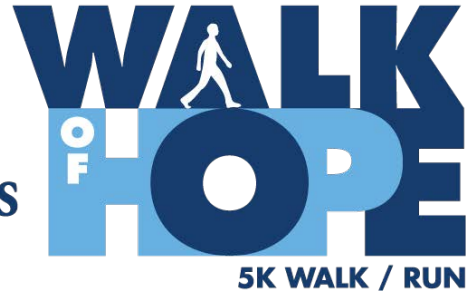
- There is no limit to the number of walkers on a team.
- You and your team should set individual and team goals for what you would like to raise.
- Your donation should be the first one on your walker page. Start a phone/e-mail campaign to solicit supporters and walkers. *(Suggested template included)*

Finding Teammates:

- Spread the word!
- Call and email friends, family and colleagues asking them to join you.
- Post information about your participation on social media.
- Offer to help walkers register.
- 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 5K Walk/Run.

Motivating Teammates:

- Send weekly emails to your team letting them know 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 5K Walk/Run on May 19, 2018 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 the Diocese of Trenton 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

