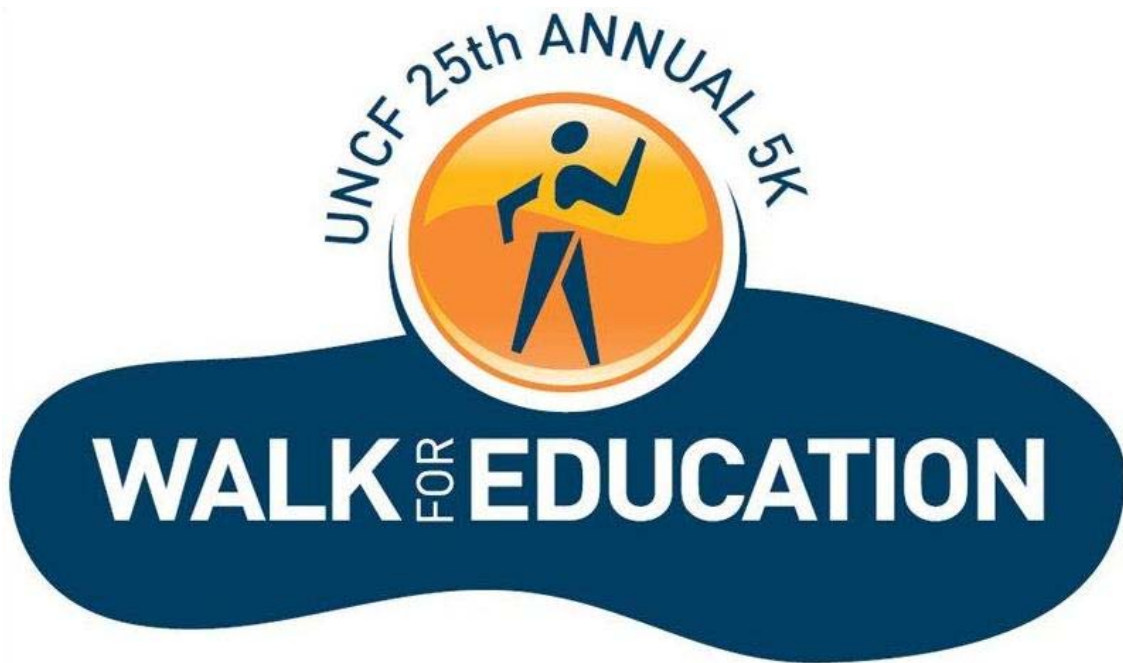


WALK **FOR** EDUCATION



A mind is a terrible thing to waste®

Team Captain's Guide

Saturday, October 13, 2012

Audubon Park & Zoo

Riverview Area

7:30 am Registration

9:00 am Walk/Run begins



Thank you for agreeing to serve as a team coordinator for our **25th Annual UNCF Fund Run** to be held **Saturday, October 13, 2012** at the beautiful Audubon Park & Zoo. For a significant number of our talented young men and women, access to a college education is beyond their reach due to a lack of funds. The primary mission of the United Negro College Fund (UNCF) is to generate unrestricted and scholarship funds for students who could not otherwise afford a higher education.

Last year, the UNCF Walk for Education raised over \$175,000 and attracted more than 2,000 participants. The money raised helped to provide a college education for many local students. Additionally, the total amount generated helped to assure matching funds from the national office of UNCF. All of this money remained in the New Orleans economy and was available to assist our local students.

As you organize your family, friends and co-workers into walking teams for the 25th Anniversary Walk for Education, remember that this event would not be possible without your commitment and hard work. Have fun preparing for the walk and please accept our appreciation for continuing to believe in our educational mission.

Sincerely,

A handwritten signature in black ink, reading "Therese Badon", is positioned below the word "Sincerely,".

Therese Badon
Regional Development Director

Important Dates to Remember

Date of the Walk	October 13, 2012
Register your team	Immediately!
Team Captain Kick-Off	_____
Corporate Team Kick-Off	_____
Team Captain Conference Calls (June)	_____
Team Captain Conference Calls (July)	_____
Team Captain Meetings (August)	_____
Send Thank you notes/message	After donations
Mail-In Registration due date	October 5, 2012
On-Line Registration due date	October 10, 2012
Pre-registration Party	October 10, 2012
Last date to receive online donations	October 31, 2012
Date to qualify for Team Prizes	October 31, 2011
Final date to pick-up thank you gifts	October 31, 2011



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UNCF 25th Annual 5K Walk for Education Race Day Information

Who is invited? Everyone!

When: Saturday, October 13, 2012

Where: Audubon Park Riverview behind Audubon Park & Zoo (The Fly)

Time: 7:30 a.m. Registration

8:45 a.m. Program/warm-ups/walk begins

9:00 a.m. Run begins

9:01 a.m. Walk begins

11:00 a.m. Finish line, awards presentations, health screenings, mini massages, kids activities including face painting, clowns, inflatable bounce house, inflatable obstacle course, and craft tables. Sponsors, corporate teams and vendors will have tables for your enjoyment.

Food: Free refreshments will be available for all **registered** walkers and volunteers.

We walk rain or shine. We will only accept money orders, checks or credit card payments by mail or in person.

- ✓ All walk teams should **meet in the team assembly area no later than 8:30 a.m.** (provided that you have already pre-registered).
- ✓ Photographs will be taken in the team photo tent. Please be sure to move to this area prior to disbanding.

Tents

- ✓ Team tents, tables and chairs are available for rent from UNCF.
 - (10 x 10) \$275 includes 2 tables and 15 chairs
 - (20 x 20) \$375 includes 3 tables and 20 chairs
 - For larger size tents, please call 504-581-3794 for additional information.

How to Register

- ✓ Teams & individuals may register online at <http://give.uncf.org/neworleanswalk>

Registering as an individual

1. Choose "Register Individual" tab on right side of home page
2. Choose your participation option (5k Walker/Runner, Dream Walker, Youth). Add any additional gift beyond your registration fee. Choose your **individual** fundraising goal.
3. Enter in your contact information. Remember to choose t-shirt size at bottom!
4. Confirm your registration information and sign up family/friend (optional).
5. Enter your billing information.

Registering as a team captain/forming a new team

1. Choose "Form a Team" tab on right side of home page.
2. Enter your team name and choose your **team** fundraising goal.
3. Choose your participation option (5k Walker/Runner, Dream Walker, Youth). Add any additional gift beyond your registration fee. Choose your **individual** fundraising goal.
4. Enter in your contact information. Remember to choose t-shirt size at bottom!
5. Confirm your registration information and sign up family/friend (optional).
6. Enter your billing information.

Joining an existing team

1. Choose "Join a Team" tab on right side of home page.
2. Enter the team name to search for the existing team.
3. Click the name of the team you wish to join.
4. Choose your participation option (5k Walker/Runner, Dream Walker, Youth). Add any additional gift beyond your registration fee. Choose your individual fundraising goal.
5. Enter in your contact information. Remember to choose t-shirt size at bottom!
6. Confirm your registration information and sign up family/friend (optional).
7. Enter your billing information.

- ✓ UNCF will accept pledge forms, donations and registrations on the day of the event.

- ✓ **Registration fees:**

- **Through October 10th**
- **\$30 Adults**
- **\$15 Kids 12 and under**

- **After October 10th**
- **\$35 Adults**
- **\$20 Kids 12 and under**

Pre-registration Party

Where: **Audubon Tea Room – 6500 Magazine Street**

When: **Wednesday, October 10, 2012 – 5-8 pm**

Come pick up your t-shirts for the Walk for Education and enjoy some great food, refreshments and entertainment! Additionally, this will be the final opportunity to sign up for the lower registration fee!

Teams & Team Captains

The success of our race depends on active team participation. **A team is defined as any group of friends, relatives, students or co-workers with 2 or more members.** Teams are a visible, effective and fun way for individuals to join together and show that they truly believe in providing access to higher education. Teams can be formed by members of organizations, corporations, churches, or simply by a group of friends.

A team captain acts as the lead person that organizes the other members into a group. *Team captains are critical to the success of their team because they:*

- ✓ Serve as a liaison between your team and UNCF.
- ✓ Set a fundraising goal for your team.
- ✓ Recruit colleagues, family, friends, and community members to join your team walk and raise funds for UNCF.
- ✓ Establish team meeting dates. Regularly meet or communicate with team members to establish clear objectives, goals and strategies.
- ✓ Participate in the Team Captain conference calls hosted by UNCF.
- ✓ Designate a place and time for your team to meet the morning of the walk.
- ✓ Collect donations from team members, collate and return to UNCF.
- ✓ Attend walk



You're each a piece of the bigger puzzle!

Forming a Great Team

1. **Gain approval.** If you're starting a company team, approval and support from management to represent your company will result in more fundraising opportunities!
2. **Recruit a team.** Have a small group of friends and co-workers assist you.
3. **Set realistic goals.** Know how much money you want to raise, how many members you want to recruit and how to make it feasible.
4. **Ask!** You can form an effective team by identifying and asking individuals to participate. All who believe that deserving qualified students should be given a chance to earn a college degree should be invited to participate.
5. **Communicate.** Distribute run/walk information and brochures to prospective team members. Additional posters and brochures will be provided for distribution throughout your organization (lunch or break rooms, copy rooms, etc.)
6. **Encourage.** Ask team members to recruit a friend. Don't forget those individuals who are unable to attend the run/walk can still sponsor you and make a pledge.

TEN TIPS TO RECRUIT A WALK FOR EDUCATION TEAM

1. Ask your spouse/significant other to join or support your team.
2. Ask members of your immediate family to join or support your team.
3. Ask members of your extended family to join or support your team.
4. Ask your co-workers to join or support your team.
5. Ask your friends to join or support your team.
6. Ask members of your church/place of worship to join or support your team.
7. Ask your Facebook friends to join or support your team.
8. Ask your Twitter followers to join or support your team.
9. Ask members of the board, organization, club, fraternity, sorority, or association you are in to join or support your team.
10. Ask a friend to ask a friend (and so on).

The Myth of “No”

The #1 fear for first-time fundraisers – and for some veteran fundraisers – is hearing the word, “no.” The myth is that “no” is the worst thing you’ll ever hear. **Not true.**

The worst thing you can hear is **SILENCE**. The easiest way to avoid silence? Ask! Here are a couple of ways to ask friends, family and co-workers to support you:

- ✓ Illustrate how their donation helps. “Hi! I’ve started a walking team for the UNCF New Orleans Walk for Education! The money I raise will help fund scholarships for students. Will you join me?”
- ✓ Share an experience. “I remember how tough it was to pay for college, so I’ve started a walking team for the UNCF New Orleans Walk for Education to support students. Do you want to walk with me?”
- ✓ Remind people of locality. “I’m starting a walking team for the UNCF New Orleans Walk for Education. The money I raise will help Louisiana students pay for college. Are you interested in supporting our students?”
- ✓ Ask with friends. “We’re part of a team participating in the UNCF New Orleans Walk for Education. Would you like to join us or sponsor our team?”

Most importantly, be enthusiastic! If you believe in the cause, most people you ask will be happy to support you and help kids get to and through college!

TOP 10 WAYS TO RAISE \$2,500

1. PERSONALLY CONTRIBUTE \$100 TO YOUR FUND. LEAD THE WAY!
2. ASK TEN FAMILY MEMBERS TO EACH CONTRIBUTE \$50.
3. ASK TEN FRIENDS TO EACH CONTRIBUTE \$30.
4. ASK FIVE NEIGHBORS TO EACH CONTRIBUTE \$30.
5. ASK FIVE CO-WORKERS TO EACH CONTRIBUTE \$30.
6. ASK 10 PEOPLE FROM YOUR PLACE OF WORSHIP TO EACH CONTRIBUTE \$30.
7. ASK YOUR BOSS FOR A COMPANY CONTRIBUTION OF \$250 (BETTER YET, FIND OUT IF YOUR COMPANY WILL MATCH WHAT YOU RAISE!).
8. ASK TEN BUSINESSES OR COMPANIES THAT YOU DEAL WITH THROUGH WORK TO CONTRIBUTE \$50 PER COMPANY.
9. ASK FIVE BUSINESSES YOU FREQUENT TO PERSONALLY CONTRIBUTE \$50 (THIS IS AN EASY ONE — ASK YOUR BARBER/HAIR STYLIST, DRY CLEANER OR RESTAURANT WHERE YOU EAT LUNCH EVERY DAY).
10. YOU’RE DONE! TOTAL DONATIONS: \$2,500! NOW REMEMBER TO WRITE PERSONALIZED THANK-YOU NOTES SO THAT NEXT THE TIME YOU ASK FOR A DONATION, THEY REMEMBER THE APPRECIATION.

Team T-Shirts



- ✓ All teams that collectively **raise or contribute at least \$2,000** will have their company or group logo printed on the back of their t-shirts.
- ✓ The deadline for ordering t-shirts with the company logo is **Friday, September 28th**.
- ✓ Team captains must provide the exact quantity of t-shirts and sizes along with company or group logo to be printed.

UNCF Team Walkathon Challenge Cup



- ✓ The Team Walkathon Challenge Cup award will be given to the team that raises the most donations. **All monies must be turned in to the UNCF office no later than Wednesday, October 31, 2012, by 5:00 p.m.** The Team Walkathon Challenge Cup award will be presented to the winning team at their company during a special recognition program.

Final Reminders

- ✓ All checks should be made payable to the United Negro College Fund (UNCF).
- ✓ All participants must sign the wavier on their registration form.
- ✓ Please be certain that all team members use the same team name on their registration form. This can easily be accomplished if you write the name of the team on the form before you pass them out to team members.
- ✓ Please use your team registration envelope to turn in your donations.

FAQs

How long is the Run/Walk?

The course is a 5K route (approximately 3.1 miles)

Does participation require a company contribution?

NO! However, you can generate a much larger donation by organizing company teams.

How is money raised through the company team program?

Individual walkers on participating teams are responsible for gathering their own financial supporters. Pledges are then compiled on behalf of the company team and given to your team captain.

Is there a registration fee?

Yes. A minimum pledge of \$30 entitles you to an official race number, t-shirt, free food and drinks plus admission to the Audubon Zoo.

How is the money collected?

Each walker is responsible for collecting and turning in their own donations to either their team captain, the UNCF office, or on site at the registration tent Saturday October 13, 2012.

Should I bring the kids?

Yes, bring the kids out and let them enjoy all the wonderful activities sponsored by: the New Orleans Hornets, Louisiana Children's Museum, Audubon Bug Mobil, Audubon Zoo Mobile and more. Children must be supervised at all times.

Where should I tell my team to meet me?

Designate your own meeting place on site. Make a large sign or banner so that your team members can easily find you.

How can I get an official run/walk T-shirt?

Official race T-shirts will be provided to every individual who raises/pledges at least \$30. Incentive prizes are available based on additionally raised funds.

Will there be medical assistance at the walk?

Staffed ambulances will be on site.

What happens if it rains?

Rain or shine, the Run/Walk will go on!

Any questions not covered in this handbook? Call the UNCF office at 504-581-3794.



UNCF

**A mind is a terrible
thing to waste®**

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Visit the UNCF Walk for Education website at:

<http://give.uncf.org/NewOrleansWalk>