

Five Steps to Walk For Hope Team Success

1. Choose a Team Captain

Whether your team is made of co-workers, family or friends, the first thing to do is for one person to step up and be the captain. It's the captain's job to keep the enthusiasm going for Walk For Hope.

Teams need team members. And that's why team captains make all the difference. Potential team members need encouragement to 'get on board'; someone to cheer them on to keep raising money. The team captain is that cheerleader. A typical team consists of five to ten members. Team members can be anyone you know. The more members on your team, the more fun you will have, the more money you will raise. Your team might be co-workers, family members, neighbors, church members, club members, etc.

By participating in Walk For Hope, your team is raising funds to help victims of domestic violence and sexual assault regain control of their lives. And while you are raising funds, you are also raising awareness about Mutual Ground. No one likes to think that domestic violence or sexual assault will happen to them or anyone in their family. Sadly, it can and does happen more than anyone can imagine.

At Mutual Ground, all services are free. While we receive funding from government and foundation grants, it is never enough to help all who need our services. In these tough economic times, we must turn to the entire community for support.

Walk For Hope will be fun and easy. It's affordable because the only cost to the participant is the \$20 registration fee, **which is waived if he/she raises at least \$100.** Team members can ask for donations face-to-face, or by creating their own web page on-line.

Mutual Ground needs to be there for every single victim who needs safety, support and encouragement while on their journey to becoming a survivor. And your team is helping us make a difference for all those victims.

2. Recruit and Build Your 'Walk for Hope' Team

Start at the top—Have the highest ranking person your company or group send an email/memo to all employees/group members asking for their participation. A sample memo is included in this team packet.

Form a committee—Your co-workers can help you recruit employees from every department within the company.

Talk up your team—Tell everyone (friends, family, co-workers, etc.) about Walk For Hope and Mutual Ground. Distribute a Walk For Hope Brochure or flyer to co-workers, friends and neighbors.

Make it personal—Do you know someone who is a survivor of domestic violence or sexual assault? Will they walk with you? Walk in tribute for them.

Communicate Your Goals—Display flyers and provide information about Walk For Hope in central locations: company cafeteria, water coolers, restrooms, bulletin boards or in any high traffic areas. Send a company email with a link to Walk for Hope's website.

Publicize your effort—Place an article in your company newsletter or your local newspaper. Mention names to acknowledge employees that have registered. Let readers know who is participating and how they can walk or contribute to the cause.

Educate—Mutual Ground speakers are available to give a presentation to potential team members about Domestic Violence & Sexual Assault and the Walk For Hope (See more info at Step 4).

Registering Your Team

Each person on the team needs to be registered and sign the waiver of liability. Mutual Ground's website, www.mutualgroundinc.org has all the Walk For Hope information needed to register by mail or on-line, and how to collect donations on-line. The registration fee is only \$20/adult (which is waived if the participant agrees to raise at least \$100). The registration can be done by mail or on-line. Those raising at least \$100 will receive a Walk For Hope T-shirt.

Once everyone is registered, you and your teammates will need to work on obtaining donations from friends, family and co-workers. We will send you a packet of envelopes for those who will be asking in-person. Those who are comfortable on-line will be able to create a website which they can send to their entire email list. When friends and family receive this email, they will be easily able to sponsor that person by using their credit card or they can send a check (by downloading the 'Support a Participant' form on our website).

3. Help Your Team to Raise the Most Money

Asking for donations can be hard for some folks, so we thought of some suggestions:

Start Early—Give your team members plenty of time to raise money.

Set a Goal—Complete the Team Goal Form. We encourage each company to recruit 10% of its staff to participate. Each walker that raises at least \$100 will receive the Walk t-shirt (and the \$20 registration is waived). Challenge your team members to beat that minimum. Use the 'Team Goal Chart' and post it on the bulletin board to chart your progress.

Plan ways to raise money for Walk For Hope— Prepare a list of company vendors and ask each of them for a Walk for Hope donation. Have a 'casual day' with all proceeds going to Walk for Hope. Have a theme party and ask guest to bring a dish to pass or a beverage and

charge admission. Coordinate a bake sale with proceeds in support of your team.

Fundraise On-line—Encourage your team to fundraise on-line found on Mutual Ground's website, www.mutualgroundinc.org. Each team member can register on-line and then create his/her own personal web page which they can email out to everyone in their address book. Once potential sponsors are directed to a participant's page, they will find it easy to give money through the secure site with their credit card, or they can send a check directly to Mutual Ground.

Fundraise Face-to-Face—We are happy to send donation envelopes so that your team members can ask for sponsors in person. Encourage team members to keep an envelope with them at all times to sign up sponsors. When the front of the envelope fills up with sponsor names, there's a copy of the sheet in this packet for them to continue listing sponsors.

Motivate Your Team—See who can raise the most money, get the most sponsors, etc.

Don't forget matching gifts—See if your company has a corporate matching gift program. If they do, secure and complete the form. This is an easy way to double your total and your team's total as well. See if your sponsors' companies match.

4. Share facts about Domestic Violence & Sexual Assault

Domestic Violence and Sexual Assault are serious crimes that bring devastation and suffering to the victims, their families and the entire community. Last year, just in this area alone, at least fifteen women died because of domestic violence. We believe that if they had sought help from Mutual Ground (or a place like Mutual Ground), the ending to their stories would be vastly different.

In this country, a woman is beaten every 15 seconds, and each day more than three women are murdered by their husband or boyfriend. Every five years, the number of women who die at the hands of their partners is equal to the number of men who died during the Viet Nam War. Mutual Ground sees 1800 Domestic Violence clients every year.

And in this country, every five minutes a woman is raped, but only 7% of sexually assaulted women report rape. This makes the actual numbers of rapes as high as 2,000,000 a year. Mutual Ground sees 400 Sexual Assault clients every year, and 1/3 of those clients are children.

Mutual Ground is a safety net for victims of domestic violence and sexual assault while on their journey to becoming survivors. We charge no fees for any services. The money raised for Walk For Hope will help us continue to provide services for these victims so that they can regain control of their lives. Each year we provide services for about 2,000 victims and their families.

Mutual Ground's programs empower victims and work with three primary focuses

Safety

- Mutual Ground's **24-hr bilingual hotline** provides information on services, crisis counseling, shelter, admissions and referrals. Because many victims feel isolated and alone, this call may be the most important service we can offer to help them escape a life of violence.
- Our **28-bed emergency shelter** is open to women who are victims of domestic violence and their children—*girls up to 18, boys to 14. Special arrangements are made for adult male victims.*
- **Hospital accompaniment** is available 24/7 for victims of domestic violence or sexual assault. They support the survivor through the emergency room experience, examinations, and provide information about Mutual Ground's services.
- Our **Legal Advocates** guide victims through the protective order process, put them in touch with attorneys for legal advice and provide support during the court proceedings.

Healing

Mutual Ground gives victims the strength to become survivors through Mutual Ground's extensive **counseling services and the** following programs:

- For domestic violence victims, Mutual Ground provides individual counseling, group counseling, weekly support groups, parenting groups and referrals and advocacy with local social service agencies.
- For victims of sexual assault, Mutual Ground's professional staff provides individual counseling and support groups. Specialized services for teens and children sexual assault victims include play therapy and art therapy.
- The **Transitional Housing** program provides short-term housing and supportive services for victims of domestic violence and their families.
- For children who are witnesses to domestic violence, our **DV Children's Program** provides a safe, healing environment. Services provided include individual counseling, support groups, family groups and summer day camp. In addition, our in-school based program allows staff to meet with children at their schools.

Prevention

The Prevention Education programs increase knowledge and awareness through out-reach, education and training on the issues of sexual harassment, sexual assault/abuse, domestic violence and other related topics.

- **School Prevention Programs** reach an average of 40,000 youth each year—from pre-school through high school, as well as teacher in-services and parent programs.
- **Community Presentations** are offered for civic, professional, religious, social and corporate groups.
- **Professional programs** are offered for those who come in contact with victims, such as hospital staff, police officers, attorneys and social service agencies.

5. Team captain's Timeline

Optimally, at least 6-8 weeks before October 18th (mid-August- early September)

- Form a Walk For Hope committee.
- Set team goals for the number of team members and total dollars you'd like to raise.
- Build your team. Display Walk for Hope posters everywhere—lunchroom, lobby, restrooms, bulletin boards—with your name and contact information.
- Distribute copies of the enclosed 'Walk For Hope' flier along with Walk for Hope brochures to co-workers, colleagues and friends. Place an article in your company/club/church newsletter.
- As team members sign up, be sure to get them registered either on line or with the enclosed registration form.
- Educate your team. Share the facts about domestic violence and sexual assault. Schedule a visit from Mutual Ground at your office. Tell your co-workers about the work that Mutual Ground does and the importance of this fundraising.
- Post a list of all confirmed team members and update regularly. People like to see their names 'showcased'.
- Help your team be successful at raising money. Make sure each team member has created their own web page on-line and/or give each person a fundraising envelope to ask for in-person donations.
- Reward your top team members. Obtain incentive prizes from your company (time off, great parking spot, dinner gift certificates, movie or theater tickets, flowers, plants, etc.)

About 4-6 weeks before October 18th.

- Check your goals. By this time, make sure you have recruited at least half the walkers needed to reach your goal.
- Post new team totals and update team roster regularly. Recognize your top performing fundraisers.

About 2 weeks before October 18th (October 1st)

- Update team members with information. Send out reminder emails, memos or call all team members with the Walk For Hope location, starting time and directions.
- Continue to motivate your team with fund-raising updates, internal team challenges and incentives.

The week of Walk For Hope (October 12th-October 18th)

Attend to any last minute details with team members. Follow-up with team meeting and provide final instructions. Plan a meeting place at the Walk.

October 18th—Walk For Hope Day

- Check in and see that all your team is registered.
- Make sure that your team members get their t-shirts.
- Walk for Hope!