



walk WITH US TO CURE LUPUS



TEAM CAPTAIN GUIDEBOOK

Dear Team Captain:

Welcome to the Lupus Research Alliance and thank you for your participation in the **Walk with Us to Cure Lupus** program. As a Team Captain you play a vital role in the success of a Walk. It's your dedication and enthusiasm that motivates others to raise awareness of lupus and raise vital funds for lupus research. As a result of the efforts of Team Captains and their walkers, to date **Walk with Us to Cure Lupus** has raised nearly \$39 million for lupus research. Progress is being made in achieving our mission of preventing, treating and ultimately curing lupus, but there is still much more work to be done. We are excited for what this year will bring and we are happy and grateful to have you walking with us!

This guidebook contains tips and tools to help you build a successful Walk team. Regional Fundraising Staff are also available to support you with both your personal and team fundraising. Feel free to contact them with any questions you may have or if you need any additional information or materials. We are here to help!

Together, we are leading the way to a cure.

Sincerely,

Lupus Research Alliance Staff

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ABOUT THE LUPUS RESEARCH ALLIANCE & WALK WITH US TO CURE LUPUS

▶ Lupus Research Alliance Gives 100% to Research

100% of all donations (including every dollar raised through the **Walk with Us to Cure Lupus** program) go directly to support lupus research programs, because the Lupus Research Alliance Board of Directors funds all administrative and fundraising costs. To date, the Lupus Research Alliance has committed \$200 million to innovative and aggressive lupus research.

▶ Our Story

The Lupus Research Alliance is the world's largest private sector organization dedicated to advancing lupus research. We have produced many of the decade's most pivotal discoveries and are committed to pushing the limits of exploration by seizing every opportunity to transform the lives of all affected by this disease – patients, their loved ones and the entire lupus community.

▶ Walk Program

The Lupus Research Alliance's signature national fundraising program **Walk with Us to Cure Lupus** (Walk) began in 2002 with its first Walk in Washington, DC. Today, tens of thousands of volunteers from across the country have joined the Lupus Research Alliance's effort. Friends, families and co-workers share their stories and their spirit, while raising funds for lupus research. The **Walk with Us to Cure Lupus** program offers many ways for you to take part in this fun, family-oriented event.

▶ Facts about Lupus

- Lupus is a chronic autoimmune disease in which a person's immune system mistakenly attacks healthy tissue, cells and organs.
- Lupus can cause life-threatening damage to major organs, such as the kidneys, lungs, heart and central nervous system.
- Lupus is three times more common among African-American women and is also more common among women of Hispanic, Asian and Pacific Islander descent.
- Nine out of 10 people with lupus are women.
- Lupus is the leading cause of death among women with autoimmune diseases.
- **Lupus has no known cure.**

REGISTERING & FORMING A WALK TEAM

▶ **Forming a Walk team is easy, empowering, and fun!**

The first steps start with you! Register online at walk.lupusresearch.org or call toll free **866-925-5257**.

ONCE YOU HAVE REGISTERED, INVITE OTHERS TO JOIN YOU AND FORM A TEAM!

You can recruit team members from among your family, friends, and associates. Very simply, the more walkers you recruit the more money your team will raise!

SET A FUNDRAISING GOAL AND ENCOURAGE ALL YOUR TEAM MEMBERS TO RAISE MONEY.

In 2016, the average walker raised almost \$200! Much of your fundraising can be done online through email and social networking sites, making fundraising really easy.

▶ **Can't attend the Walk? Sign up as a virtual walker!**

WHAT IS A VIRTUAL WALKER?

A virtual walker is someone who wants to fundraise, but will be unable to attend the event. Virtual walkers have a personal webpage and can use all the online fundraising tools just like any walker. He or she can also be a Team Captain.

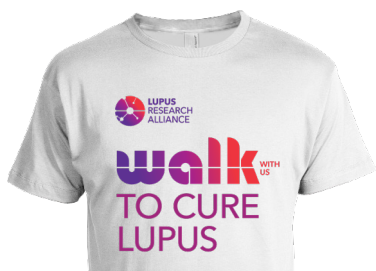
HOW DOES ONE SIGN UP AS A VIRTUAL WALKER?

When you register online, you will be given the opportunity to register as a **Walker**, a **Volunteer**, or a **Virtual Walker**.

Choose the participation option that applies to you. If you registered offline, or someone else registered for you, and you need to change your walker status, please call the toll-free Walk hotline at 866-925-5257.

► Creative Fundraising Ideas

- Host a girls/guys night out at your home and request a contribution to help you reach your personal and team fundraising goals.
- Create and place Walk fundraising jars in your school cafeteria and at local businesses you frequent. Watch those quarters and dimes add up!
- Have a “jeans day” at your place of employment. Pick a day where people can make a \$5 or \$10 donation and wear their jeans to work.



Individual registered Walkers raising \$100+ (not cumulative) will receive a Walk t-shirt!

FUNDRAISING TIPS

► How To Raise \$100 In Five Days!

DAY 1: Sponsor yourself for \$10 or more	\$10
Ask your significant other for \$10	\$10
DAY 2: Ask two family members for \$10 each.	\$20
DAY 3: Ask four friends for \$5 each.	\$20
DAY 4: Ask two coworkers for \$5 each.	\$10
Ask your boss for \$20	\$20
DAY 5: Ask your neighbor for \$10.	\$10

TOTAL RAISED \$100

Don't let the \$100 goal stop you from raising more!

Individual registered Walkers raising \$100+ (not cumulative) will receive a Walk t-shirt!

► Write a fundraising letter

A personal letter writing campaign is a simple and successful fundraising tool. Letter writing remains one of the most effective ways to raise money. When you mail or email a letter to family and friends, share your story! Explain why you're participating in the **Walk with Us to Cure Lupus** and how their support-by sponsoring you and/or joining your team-can help further research.

- Provide some facts about lupus
- Share your story and talk about your fundraising goal. Be proud of what you are doing to help find a cure for lupus
- Remember to mention that 100% of all donations to the Lupus Research Alliance go directly to support lupus research programs
- Make sure to include your full name in your letter and tell everyone to write it on any check donation mailed to the Lupus Research Alliance
- Always be sure to say Thank you!
- **You can also find sample family and friends letters by visiting walk.lupusresearch.org and clicking on the Walk Tips button.**

► Social Networking

You can use Facebook, Twitter, Instagram and YouTube to fundraise! Social media is a great tool to let people know you are participating in the Walk, help keep in touch with team members and raise money.

Share your story with your social network and ask for their support in helping you achieve your goal.

FAQS

Mail donations to:

Lupus Research Alliance Attn: [Walk Location] 275 Madison Avenue, 10th Floor New York, NY 10016

▶ What if it rains?

The Walk will take place rain or shine!

▶ How do I get a t-shirt?

If you are a registered walker who has raised \$100+, you can pick up your t-shirt on Walk Day. Go to the registration tent and check in; you will then be given a ticket that you can exchange for a t-shirt at the t-shirt tent.

▶ Can my team make t-shirts for the Walk?

Yes, please reference our Team T-Shirt Guide for logo use and style tips. Visit lupusresearch.org/teamtshirts.

▶ How can donors make an online credit card donation?

Go to the Walk website and look up the participant you would like to make the donation to using the search box. Select the correct participant and then click the "Donate" button on their Personal Page.

▶ How do I know when someone donated to my campaign?

Unless you select otherwise, you will automatically receive an email notifying you when a donation has been made. You can also check the **My Progress** section of your Dashboard for donation updates.

▶ Can people make anonymous gifts?

Yes, donors can choose to keep their names anonymous and can select whether or not their donation amount is displayed online.

▶ Where do I mail in my donations?

You can mail donations to the Lupus Research Alliance directly. Make sure that you convert all cash into one check and write the full name of the Walker you're supporting on the memo line of your check(s).

Lupus Research Alliance
Attn: Location Walk (e.g. Boston Walk)
275 Madison Avenue, 10th Floor
New York, NY 10016

▶ Can I hand in donations after the event?

Yes, donations are accepted through December 31st. You can mail any check to the Lupus Research Alliance.

REGISTER TODAY

REGISTER for a walk near you!

- ▶ **Online** walk.lupusresearch.org
- ▶ **By Phone** (866) 925-5257

Because of generous people like you getting involved we do make a real difference in lupus research.

Mail donations to:

Lupus Research Alliance
Attn: Location Walk (e.g. Boston Walk)
275 Madison Avenue, 10th Floor
New York, NY 10016

Together, we are leading the way to a cure!

100%

of every gift to the Lupus Research Alliance supports critical lupus research programs because all operating and fundraising expenses are generously funded by the Lupus Research Alliance's Board of Directors.

Contact Us:

Lupus Research Alliance
275 Madison Avenue, 10th Floor
New York, NY 10016
info@lupusresearch.org