



5K Team Captain Materials

Taking Strides to End Homelessness

Family Promise's **OWN** fundraising 5K Run & Walk to prevent & end family homelessness in Delaware

Sunday, April 14th

11:00 am — Check-In/Registration

12:00 Noon — Event begins

3:00 pm — Event ends

Location

The Green

Newark, DE 19716

Fast Facts

- Family Promise's 2ND very own 5K Run & Walk.
- We want people to learn about how FPNNCC prevents and ends homelessness for families with children. It is our job to inspire people so they would want to pledge.
- \$30 registration fee includes a Family Promise 5K Run & Walk event t-shirt. Direct participants to sign up on our website and put your name/team name on the form.
- We want to also make YOU proud to be involved and satisfied that you connected your network with our mission.

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Packet Attachments

- Family Promise® brochure- Year in Review
- Team Sign-Up Form
- Social Media Postings
- Flier for distribution: We can print 50 copies, so that you can distribute.

Access & download these materials online.

Visit <https://www.familypromisede.org/5k2024>

Welcome and Thank You!

Thank you for being a 5K Team Captain for our upcoming fundraising event: *Taking Strides to End Homelessness*. All funds raised go toward preventing and ending homelessness for families. This is our 2nd 5K Run & Walk fundraising event, and we have again teamed up with University of Delaware's sorority Alpha Xi Delta to help make this an amazing day of fun and to bring awareness to ending homelessness. Thanks to the cumulative efforts of a few large donors, including members of our board, all 5K fundraising teams have access to the following match. If your team accomplishes the following:

- 5 registered walk members
- Cumulative donations of \$500

Your team will receive a donation of an additional \$500 from our match fund (funded by a few large donors in our network) Thus, if you help secure 5 walkers, and raise \$500, your team will generate \$1,000 in impact for Family Promise!

This year's Family Promise 5K will have a raffle! Raffle prizes include gift cards to local businesses, prize baskets, Family Promise swag, tickets to local events, and much more! If you donate \$100, you will receive a single raffle ticket. After donating \$100, you will receive an additional raffle ticket for every \$50 donated.

Help us spread the word and get more involved, if you know any business, person, group, or organization that would be willing to sponsor the event, please send their information our way.

The Team Captains will be essential to the event's success. As a Team Captain, you have agreed to have **10** team members, including yourself. We advise inviting people in person or by telephone. The more personal the invitation, the better! Tell your invitees about your involvement and why you are passionate about this organization. There is a \$30 registration fee this year. With that, you will receive an event t-shirt, please confirm their size, the registration fee also supports supplying bedding for a child in our program. You

can direct them to Family Promises' website for them to sign up and click they are a part of team and add your name or team name. Included in this packet, we have created social media posts that you can share on your social media platforms to help advertise the upcoming event.

Please send in your confirmed team list by Thursday, April 11, 2024. Email it to blaine@familypromisede.org, or fax it to 302-998-2202. This will allow us enough time to make sure all your team members receive the correct size shirt on the day of the event. Keep a separate list of those who are unable to attend or call to cancel at the last minute. We will have their shirts and you can pick up for the team members that are not able to attend.

We are very excited to be hosting our 2nd 5K Run & Walk and we are asking for your help to make this a successful event. Help us spread the word, encourage people to come out and participate, and donate.

Again, thank you for serving as a Race Captain. Your participation enables us to prevent and end family homelessness in Delaware!

Best Regards,

Blaine

Blaine Breeding, Development & Marketing Manger

blaine@familypromisede.org

8 Easy Steps to Ensuring a Successful Fundraiser

1. First, **THANK YOU** for your commitment! Together, we can raise awareness for family homelessness and for the successful model of Family Promise® NNCC.
2. **Personally ask 12 people to the event.** This will confirm a team of 10. Our experience taught us that 2 will likely need to cancel. This will be a fun, family friendly event, for a registration fee of \$30 you will receive a Family Promise 5K t-shirt and will help provide bedding for a child in our program. Here is some suggested wording you might want to use to invite your guests:

“Hello, _____, I’m forming a team for Family Promise’s 5k Run & Walk, would you like to join my team. This will be a fun, family friendly event, for a registration fee of \$30 you will receive a Family Promise 5K t-shirt and will help provide bedding for a child in our program. The race will help support Family Promise of Northern New Castle County and their work to end homelessness and assist families. We want people to find out about we do and have a great time. I would love if you joined my team.” Can you join me on Sunday, April 14 the race starts at noon with check-in beginning at 11:00 AM?
3. **Promote** we will have postcard available for you to mail to your team members to remind of the event. We also have a social media package included with this packet. You can use these to post on your social media accounts to help recruit more team members, promote the event and encourage people to come out. We also have flyers available that you can use to post around your office, place of worship, local businesses, or anywhere you feel would be a great place to get the word out about this event. We will provide printed posters for you to post at your congregation, business, libraries, etc.
4. **Keep a list of those attending** (*sample attached*). Keep track of individuals who stated they would like to be a part of your team, or anyone who would like more info about FPNNCC but could not attend the event. Guests can financially contribute even if they cannot attend (give them a pledge form, have staff send, or direct them to visit www.familypromisede.org). Submit the final team list to FP Office by **Thursday, April 11, 2024**. Email it to blaine@familypromisede.org, or fax it to 302-998-2202.
5. **Arrive and encourage guests to arrive at the 5K Run & Walk at 11:00 a.m.** This will allow you to personally greet your team, introduce them to each other and check-in and pick-up your t-shirts and race bibs.
6. **At the race talk about Family Promise** explain what Family Promise does, how we help families, answer any questions that they may have. If they would like to contribute more to Family Promise there will be donation forms and staff members around to help assist with this.

7. **Call your guests within 2 days** to thank them for coming and get their impressions and feedback. Pass on any helpful information on to Tyler or Blaine.
8. **This is a FUNDRAISER**, but we also want to raise awareness of Family Promise and the Strides We Are Taking to End Homelessness.

Your Sphere of Influence



- **Friends**
 - In-state and out-of-state
 - What hobbies/interests do you have?
 - Places of worship, civic organizations, clubs, schools, sports teams
 - Who do you send holiday cards to?
 - Who do you connect with on Facebook and other social networks?
- **Family**
 - In-state and out-of-state
 - Extended family and in-laws
 - Who do you send holiday cards to?
 - Children? Their activities, groups?
- **Place of Worship**
 - Part of a group?
 - Youth groups

We will print and provide fliers for you to handout

- **Employer**
 - Donate items as incentives?
 - Match employee donations?
 - Professional contacts via LinkedIn, customers, clients, vendors
 - Work group
- **Places You Frequent**
 - Bakeries, coffee shops, hair salons, other shops
 - Brochure locations?
 - Incentives and prizes?
- **Hobbies/Clubs**
 - Book clubs, fitness groups, gyms
 - Member of associations, civic groups, professional/trade groups?

Team Tracking

Make as many copies of this as you need. Submit the final team list to FPNNCC by Thursday, April 11, 2024. Email it to blaine@familypromisede.org, or fax it to 302-998-2202.

Name	Phone #	Email	Address	Follow up
				<input type="checkbox"/> Shirt Size __S __M __L __XL __2XL __3XL <input type="checkbox"/> Mailed Reminder postcard
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Delaware charity

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