

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 16th

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 1ST very own 5K Run & Walk.
- We want people to learn about how FPNCC prevents and ends homelessness for families with children. It is our job to inspire people so they would want to pledge.
- Donation match, our board has committed to match up to \$11,000 in donations.
- Raise Awareness, this is a free event! For a \$35 donation, you will receive 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. If they are donating more than \$35, please have them add their shirt size. <https://www.familypromisede.org/event-details/family-promise-5k-to-end-family-homelessness/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/event-details/family-promise-5k-to-end-family-homelessness/form>



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 1st 5K Run & Walk fundraising event, and we have 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. We are lucky to have our board matching donations up to \$11,000, but we are not stopping there 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. This is a FREE event, but for any donation over \$35.00, you will receive an event t-shirt, please confirm their size, and helps supplies 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 6, 2023. 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 own 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, make a donation.

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

Best Regards,

A handwritten signature in black ink that reads "Blaine". The signature is fluid and cursive.

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 **FREE**, fun, family friendly event, for a donation of \$35.00 or more will help provide bedding for a child in our program, and they will receive an event t-shirt. 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 free event for everyone and for donation of \$35 you will help cover the cost of bedding for a child and you will receive an event t-shirt. 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 16 from 11:30 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 6, 2023**. 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 6, 2023. 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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