

# TeamWalk Resource Book

Step-by-Step Guide  
To A Successful TeamWalk Fund Raiser

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*Research / Education / Support*

## Contacting SPF

Web	<a href="http://www.sp-foundation.org">http://www.sp-foundation.org</a>
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## TeamWalk Resource Book

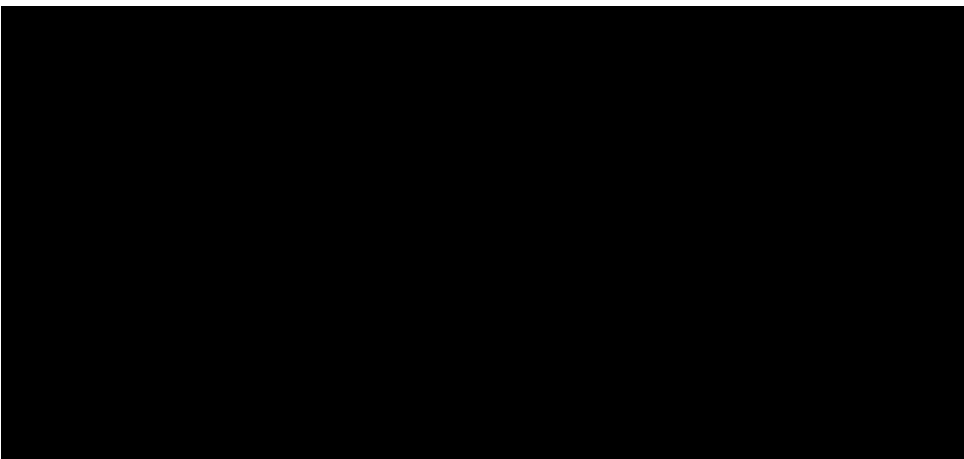
TeamWalks are the primary method by which the Spastic Paraplegia Foundation raises money to fund research grants to find the cures for Primary Lateral Sclerosis (PLS) and Hereditary Spastic Paraplegia (HSP).

Members of the SPF community raise money by asking others, primarily their friends and family, to sponsor them at a TeamWalk. These events also strengthen our community by providing an opportunity for patients and caregivers to meet each other and share experiences.

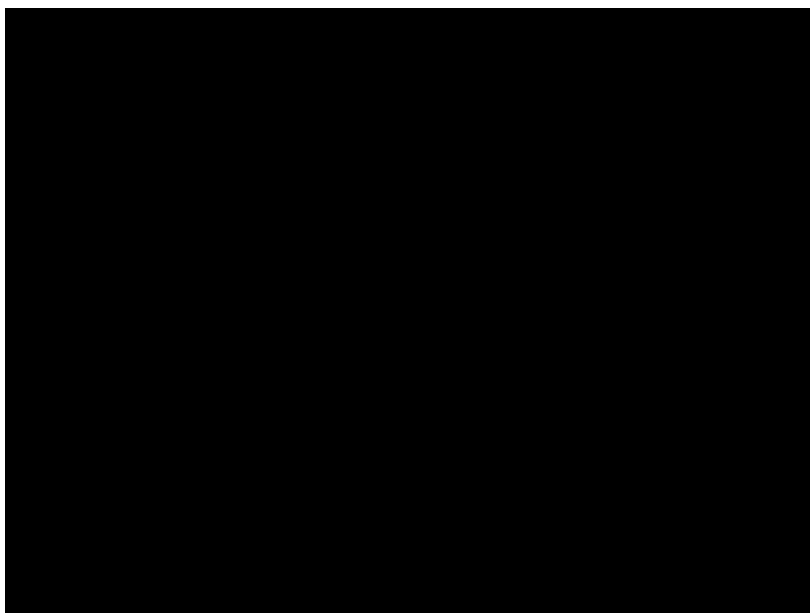
The foundation's very first TeamWalk was held in a park in Chesapeake City Park, Virginia in 2002, raising \$82,422 and launching the SPF. Today, TeamWalks are held each fall in ever increasing locations across the country. These events have served as the primary source of funds for the \$2,000,000 that has been awarded in Research Grants in our first seven years.

Team Walks  
raise money

TeamWalks are held in parks, although other sites can also be used. Generally, the event begins with a social time and refreshments. The TeamWalk route is generally well under a mile, with individuals walking or rolling as much as they are comfortable.



2007 TeamWalk in Pennsylvania features a lunch and amusement rides.



2008 TeamWalk in Massachusetts.

## The Steps to Success

A successful TeamWalk requires that people have sufficient time to plan to participate and to raise sponsorships. We have outlined a five step process that smoothes the entire activity for you, from initial planning on day one through to the TeamWalk event itself. The overview in this section is followed in the next section with specific suggestions for each of the five steps.

### 1) Contact SPF

Start by contacting the SPF National TeamWalk chairperson at [teamwalks@sp-foundation.org](mailto:teamwalks@sp-foundation.org). She or he will supply you with all the information you need, guidance and assistance as needed in organizing your event.

### 2) Get others to help

It is more fun and easier if you have others working with you. Consider family members, friends, people you have met at SPF Connections and the SPF State Ambassador, if there is one for your state. The SPF National TeamWalk Chairperson may be able to help find some people in your region to help as well.

### 3) Select a location and date

The first activity will be to draw up a list of possible locations for the event. If you can offer an event that is so appealing it encourages community members to participate and raise funds that's all the better.

### 4) Spread the word

About 12 weeks before your TeamWalk, SPF will help you begin to promote your event. Activities include a Save-the-Date email broadcast message to people in your regional area; listings on the SPF website, in SPF e-News and in the SPF Synapse newsletter as well as promotion through the SPF email support groups. The most important activity will be your sending of a promotional and fundraising TeamWalk packet to members of the SPF community in your area. The packet will include all the event and fundraising information and Walker and Walker by Proxy registration forms.

### 5) Hold your event

Divide the responsibilities associated with running the event, receive registrations before the event, assign someone to MC the event and enjoy your TeamWalk! Complete the reporting after the event and you are done!

These steps  
make it easier  
and  
more fun

## TeamWalks In Detail

Use this guide as suggestions for implementing your TeamWalk. You can judge whether a detail is appropriate or needed given the type and size of event your TeamWalk.

### Step 1 - Contact SPF

About 12 weeks prior to your TeamWalk, contact the SPF National TeamWalk chairperson. You'll receive important information for planning a TeamWalk in your area. It will provide you valuable information to ease your plans. You will also want to speak with the National Chairperson on an on-going basis as your plans evolve and become more specific.

The National Chairperson will provide you with the following:

The National TeamWalk Chairperson is ready to help you

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Guidance	Find out what other TeamWalks are already scheduled for your region or area. Receive guidance on permits and insurance forms that may be needed in your State or City/Town.
History	Get the history of team walks in your area, how much was raised, when and how.
Contact information	Obtain a listing of SPFers in your area including mail and email addresses, phone numbers and whether they are patients or caregivers
Area wide email instructions	Learn how to send a broadcast email to SPFers in your area. The SPF email broadcast system maintains privacy by showing only that individual's email address on each email received.
Fundraising	SPF Website for any forms, sample letters or logos desired at <a href="http://www.SP-Foundation.org/TeamWalk/Resources">www.SP-Foundation.org/TeamWalk/Resources</a>
TeamWalk T-Shirts	TW T-shirts for registered participants will be shipped out to you in advance of your event. You can also request to receive additional TWs for sale at your event.

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### Step 2 - Get volunteers to help you

Start by calling one or two good friends in the SPF community near you. Follow up by having each of them recruit a few more SPFFers in your area. If you need help recruiting a committee ask your state ambassador for help in contacting people.

Hold your first TeamWalk Event Committee meeting early enough so that you have time to explore options. Have an agenda prepared before the meeting to help assure that the meeting will be productive as well as fun.

Be sure to get email addresses and phone numbers for your committee members. Have someone take and distribute meeting minutes for all meetings of the committee.

### Step 2 Checklist - Getting started

Action Item	Date Completed
Recruit committee members at a Patient Connection, by email or by phone	
Set time, date, and location of first meeting	
Prepare agenda for first meeting	
Take and distribute meeting minutes	

Don't try to do it alone

### Step 3 - Select an activity and venue with your committee

This step should begin at least 10 weeks prior to the event and take two to four weeks to complete. This phase is important and should not be rushed. You also need to allow time for the SPFFers in your area to be able to contact their friends and family for donations and hear back from them ahead of the event.

Consider this step carefully – It may take a couple of meetings to settle on an idea and refine it. Brainstorm and list all committee members' ideas. Consider some options so different and exciting that they could be used as a motivator for fund raising, e.g., a tour of a major league ball park or stadium, a tour of a museum, a walk through a historic district of town with a professional guide. Include in your considerations the main activity, a brief walk for the TeamWalk and whether to include a meal.

Save evaluation of the ideas for a second step in the selection process. Practical considerations to evaluate the venue options: Location central to your area, accessibility for those with walkers, wheelchairs or power chairs, nearby parking, bathrooms, picnic tables, nearby hotels or other lodging and rain impact.

Consider the length of event. A typical TeamWalk usually is about three hours in length and includes time for a meal before or after the walk, some pre-walk stretching and announcements and the walk itself (usually well under a mile). If participants will be coming long distances, you may wish to make it an overnight event in which case you will need to select a hotel for the overnight SPFFers and plan for a welcoming dinner the night before, in addition to the activities the following day of the TeamWalk.

**Find a popular location for your TeamWalk**

Attempt to find businesses to help offset the cost of your event. These business sponsors might include the venue itself, such as the ball park or museum, or a local fast food chain that will supply lunches for free.

Establish the registration fee for the participants. Costs for the registration fee to cover include:

1. TeamWalk T-shirt,
2. Venue admission fee if any, and
3. Cost of a meal if included in the event.

If you expect your event to be very popular, consider a minimum requirement in amount of funds raised in order to be eligible to participate, e.g., at least \$250 in donations for each TeamWalk participant. Registration fee payments can be made online or can be made on-line at the SPF website or can be in the form of checks made out to SPF, but collected by you or a committee member in advance of the event. The checks and any donations with Sponsorship Forms should be mailed to the SPF Treasurer after the event.

Discuss the Walker by Proxy alternative to provide an opportunity for participation in raising funds for the SPFFers in the region who live too great a distance from the venue or are unable to attend. Include some motivation for them as well, e.g., free tee-shirt for raising over \$250.



**Step 3 Checklist - Finalizing the TeamWalk**

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Action Item	Date Completed
Decide on TeamWalk location, time and date	
Decide on activities to include in event	
Decide on walker registration fee and terms Include Walker By Proxy provisions	
Write up a summary of your decisions and rationale	

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Motivating the SPFers in your area to solicit donations is the key

**Step 4 – Spread the Word**

This step should begin at least 8 weeks prior to the event day and sooner if possible. So, as soon as the time, date and location are finalized by the committee, send an email to SPFers in your area to give them an early heads up to save-the-date and to generate enthusiasm for the event.

Assign committee members the tasks of finalizing the necessary permits and reservations.

Prepare a draft packet for the committee to review consisting of:

1. Cover letter describing the event and agenda
2. Sponsorship form (record of donors and amounts)
3. Sample fund raising letter for personalizing by the SPFers in your area
4. Registration form for participating in the TeamWalk event

Samples of the packet are available in Section IV of this resource book and on the SPF Website at <http://www.sp-foundation.org/TeamWalk/Resources>. You should adapt each of these sample documents for the particulars of your planned TeamWalk event.

After the draft packet is approved by your committee, but prior to actually producing the packet, you should send a draft to the National TeamWalk chairperson. If the distribution list you have for your region is large consider having the packet professionally reproduced by a copy center. Save receipts for this and all other expenses for reimbursement by the SPF Treasurer's office.

Through follow-up emails encourage the SPFers to send the solicitation letters and register early for the TeamWalk event. Encourage the fundraisers to thank donors and remind them that the SPF will later send an official acknowledgement for tax purposes.

**Step 4 Checklist - Spreading the Word**

Assign your committee members specific tasks before the event

Action Item	Date Completed
Email broadcast to SPFers in your area for early heads up	
Create Fundraising packet to distribute by regular mail	
Review draft packet with committee and SPF TeamWalk Chairperson	
Obtain local event permits	
Create a publicity plan	
Publish, reproduce and mail fund raising packets	
Create follow-up calling teams to phone fundraisers	
Obtain progress report from SPF treasurer	
Collect registration fees locally and maintain records	
Email encouraging updates to area SPFers	
Order T-Shirts from SPF National TeamWalk chairperson	

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### Step 5 - Hold your event

At least one week prior to the event you should meet with your committee to agree on assignments for running the actual event. Specific tasks to assign include:

- Record who is in attendance
- Collect any late registrations, sponsorship forms and accompanying donations
- Distribute tee-shirts
- Set up and distribute the lunch
- Prepare and distribute Walker-by-Proxy name tags or pictures
- MC the event
- Tear down and cleanup
- Write to thank the corporate sponsors

The day of the event have your committee arrive early and then enjoy the day and all the positive energy it generates.

Soon after the event, you'll want to thank your committee for their support. Gather your receipts for all expenses you incurred and prepare an informal expense report. Send the expense report with the receipts the SPF Treasurer for reimbursement. At the same time send the registration checks and any sponsorship forms and donor checks received the day of the event.

Next prepare a brief summary report describing the event and send it along with a few photos to the National TeamWalk chairperson for inclusion on the Website and in the next issue of the Synapse newsletter. Finally take a deep breath sit back and relax – you have earned it!

These resource  
are available at  
[www.sp-  
foundation.org](http://www.sp-foundation.org)

**Step 5 Checklist - Holding the Event**

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Action Item	Date Completed
Receive and list registrations prior to the event	
Create committee assignments	
Hold final committee event coordination meeting prior to event	
Share event observations with the SPF TeamWalk National Chairperson	
Thank committee, encourage fundraisers to personally thank donors	
Confirm that SPF has also thanked donors	

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## SPF Resources, Sample Forms

This section is a collection of all the items listed in the detailed discussion of the five steps.

Sample mailer packet

- a) Cover letter describing the event and agenda
- b) Sponsorship form (record of donors and amounts)
- c) Sample fund raising letter for personalizing by the SPFers in your area
- d) Registration form for participating in the TeamWalk event
- e) Poem - Confessions of a reluctant Fundraiser
- f) Sample TeamWalk Registration Summary Form  
(To be supplied)
- g) Collection of available logos (To be supplied)
- h) SPF letterhead (To be supplied)

File copies of these documents may also be downloaded from the SPF Website: [www.sp-foundation.org/TeamWalk/Resources](http://www.sp-foundation.org/TeamWalk/Resources)

**Confessions of a Reluctant Fundraiser**

*Thurza Campbell - June 21, 2009*

Way back when I was diagnosed  
I didn't have a clue  
about disease and what it takes  
to help both me and you.

Thanks to the web and SPF  
I learned, to my dismay  
we're 'orphans', and that research funds  
are spent in other ways.

Billions are spent on Parkinson's,  
on cancer, and the heart.  
What can be done for us, I asked?  
How can we make a start?

I can't sit back and just get worse  
while SPF sure tries  
to rally folks to raise the funds  
to help improve our lives.

So then I sat and asked myself,  
"Who's going to raise the dough?  
I cannot talk, can barely walk  
and now I type real slow."

**I hate to ask for money** even  
though I know I should.  
I questioned if I had guts.  
I'd rather others would.

But then I finally realized  
I've got to go ahead  
and work my heart out for us all -  
just put aside my dread.

So here's the secret that I'll share:  
most people wonder why  
you took so long to contact them!  
Surely you can try.

SPF is "us", you guys.  
No "they" will raise the funds.  
Please be a part of helping you  
'til your disease is done.

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# Sample Fundraising Letter

(Today's date)

(Recipient Name)

(Recipient Address)

(Recipient City, State or Province zip or post code)

Dear (first name):

I am writing this letter to everyone I know because I hope you will support me in an annual event that is very important to me and my family. It is the annual Spastic Paraplegia Foundation TeamWalk.

I will be participating in a TeamWalk in (location) on (date). (Or, I am going to participate as a Walker-by-Proxy and a designated Walker will walk for me (location) on (date).

As you may know, I have (or family member has) a rare neurological disorder called (HSP or PLS). This disorder slowly damages the nerves that help me (walk, move my arms, speak). It is progressive, and will make it more difficult for me as time goes on. However, I hold on to a positive attitude and make the best of everything life places before me because there is so much to be grateful for (give a personal statement here).

Although there is currently no cure, I have a lot of hope because research is finally accelerating. Experts are hopeful that cures can be found in this generation. But that, of course, depends upon funding. The Spastic Paraplegia Foundation (SPF) has made significant contributions to understanding the causes of these conditions. In the last seven years, we have raised and spent over Two Million Dollars through TeamWalk events.

I realize that there are many charities that vie for your attention, but any contribution, large or small, will be greatly appreciated. I hope you'll return the enclosed envelope to me by (date) or visit ([www.address.com](http://www.address.com)) to make your online contribution.

If your company has a matching gift program, please include the form so that your gift can be matched. Thank you so much for your consideration!

(your name)

For additional information on HSP and PLS, please visit  
<http://www.sp-foundation.org>

This letter available at:  
<http://www.sp-foundation.org/TeamWalks/sample-letter.doc>

## Summary Checklist

### Steps 1 - 3

#	Activity	Date Completed
<b>Contact SPF</b>		
1	Contact SPF National TeamWalk Coordinator with your proposed event	
2	Find out what permits, insurance forms are needed	
3	Get the history of team walks in your area	
4	Ask for a database report of SPFers in your area	
5	Get authorization and instructions to send a broadcast email to your area	
<b>Get others to help</b>		
1	Recruit committee members at a Patient Connection, by email or by phone	
2	Set time, date and location for first meeting	
3	Prepare agenda prior to the first meeting	
4	Take and distribute meeting minutes to the committee	
<b>Select a location and date</b>		
1	Decide on TeamWalk location, time and date	
2	Decide on activities to include in event	
3	Decide on walker registration fee and terms Include Walker By Proxy provisions	
4	Write up a summary of your decisions and rationale	



**Steps 4 - 5**

#	Activity	Date Completed
<b>Spread the word</b>		
1	Email broadcast to SPFers in your area for early heads up	
2	Create Fundraising packet to distribute by snail mail	
3	Review draft packet with committee	
4	Submit draft packet to SPF TeamWalk chair	
5	Obtain local event permits	
6	Create a publicity plan	
7	Publish, reproduce and mail fund raising packets	
8	Create follow-up calling teams to phone fundraisers	
9	Obtain progress report from SPF treasurer	
10	Collect registration fees locally and maintain records	
11	Email encouraging updates to area SPFers	
12	Order T-Shirts from SPF National TeamWalk chairperson	
<b>Hold your event</b>		
1	Receive and list registrations prior to the event	
2	Create committee assignments	
3	Hold final committee event coordination meeting prior to event	
4	Report to SPF TeamWalk chair on event observations	
5	Thank committee, encourage fundraisers to personally thank donors	
6	Confirm that SPF has also thanked donors	

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