

WELCOME CRUSADER!

Thank you for joining us in our efforts to conquer childhood cancer. Donations collected from caring participants like you are what will make Kyle's Crusaders Walk to Conquer Childhood Cancer successful year after year.

As a Team Captain, you are a powerful force in raising awareness and helping us raise funds for childhood cancer research.

This information will take you through four steps to help you create a successful team:

STEP 1: SET A FUNDRAISING GOAL

Our Walk to Conquer Childhood Cancer is our main fundraiser for the year and reaching our fundraising goal depends on the success of our event participants raising money by collecting donations from their friends, family and coworkers. Set the bar high (but keep it realistic). Remember, the more money your team raises, the more research grants Arms Wide Open Childhood Cancer Foundation can fund and the more children and their families we can help. Additionally, set a dollar goal for each of your team members to raise toward the Walk. 100% of donations go directly to childhood cancer research. We can't do it without you!

STEP 2: RECRUIT TEAM MEMBERS

Just ask. Recruit your family, friends, coworkers and neighbors to join your team. Once they register online at www.kylescrusaders.com encourage them to invite their family, friends, coworkers and neighbors. You will be surprised how quickly your team grows! You also have the option of allowing members from the public who sign up online to join your team if you wish.

Talk about the event and your team to everyone you meet. The more excited you are about walking to conquer childhood cancer, the more contagious the excitement and involvement becomes. Ask your friends, family, coworkers and neighbors to support you and your team in your efforts by making a donation, and encourage others to do the same. You and your team members can place information, including registration, [flyers](#), [brochures](#) in your community to spread the word about the event.

As you build your team:

- Be sure you have all of the information for your team members to register online at www.kylescrusaders.com. After they register for the Walk, team members should select [Become a Fundraiser](#) (fill out their info) > Join a Team (select your team from those available). You may also send them a direct link to your team page.
- Distribute copies of the Sample Fundraising Letter/Email for team members to copy and send. Email is fast, inexpensive and easy way to get the word out and raise money.
- Send weekly email updates or make weekly phone calls with the latest Walk information, team funds raised to-date, fundraising ideas, and any success stories from your team members.
- Ask, ask and ask again. Remember you are asking on behalf of Kyle's Crusaders and not for yourself.

When you limit who you ask, you limit the amount you can raise!

STEP 2: FUNDRAISE

Share your enthusiasm, excitement, and your personalized fundraising site with your friends and family as you work to reach your fundraising goal. There are literally thousands of ways you can raise funds individually! Outlined below are some of the tried and true examples of how others have enjoyed fundraising success.

- Ask one person a day to sponsor you for the Walk.
- Many local restaurants offer 10% nights to non-profits: Applebees, Chilis, Chipotle—the possibilities are endless!
- Wear last years' t-shirts all on the same day to promote this years Walk and ask for donations.
- Give something up—movie, manicure, or dinner at an expensive restaurant—and contribute what you would have spent to the Walk.
- Are you a rep for Pampered Chef, 31, Avon, Tastefully Simple? Hold your own fundraiser to help reach your goal.
- Are you crafty? Make something and raffle it off.
- Share your personal fundraising link via email and social media and ask your friends and family for donations.
- Send out Tweets on a daily basis for a week about the event and each time someone donates to you.
- Create Facebook events and invite all your friends to support you. Ask them to like our Kyle's Crusaders page as well.
- Find out if your company has a matching gifts program. This can double your donation!
- Suggest friendly competition with another friend who is walking. Talk it up on Facebook!
- Ask your friends to contribute to the Walk instead of purchasing gifts for your birthday, or anniversary.

STEP 3: WALK, FOLLOW UP AND CELEBRATE WITH YOUR TEAM!

On Walk day, make sure your team knows where to gather at the event and where to meet up for the team picture. Don't forget to collect and turn in any additional donations at the event. Celebrate with your team as you Walk because you are all making a difference!

Be sure to follow up with each team member after the event by sending a personal thank you note. Share a photo with your family and team members to highlight and enjoy your success. You can even plan a post-Walk event—picnic, party, dinner—to share results, thank everyone and encourage future participation.

HOW TO RAISE \$250 IN ONE WEEK

DAY 1: \$25	DAY 2: \$40	DAY 3: \$45	DAY 4: \$60	DAY 5: \$50	DAY 6: \$30	DAY 7:
Sponsor yourself	Ask two relatives for \$20	Ask three friends for \$15	Ask four co-workers for \$15	Ask five neighbors for \$10	Ask your spouse or partner	Celebrate your accomplishment!

SAMPLE FUNDRAISING LETTER/EMAIL #1

Dear _____,

I am writing to tell you about an important event in which I am participating. I am walking in the Kyle's Crusaders ____ Annual Walk to Conquer Childhood Cancer and I have decided to form a team, (team name). Will you join me? I know it will be a lot of fun and together we can make a difference. Here are the details:

Where & When: October _____
Old National Pike Park, Mt. Airy, MD

How: Go to www.kylescrusaders.com and click on **Register**.

My goal is for each team member to raise \$ (insert amount). Everyone is welcome to join my team, so please invite a friend or two, or if you cannot attend, consider sponsoring me (insert your personalized website link here). 100% of proceeds from the Walk will go directly to fund research for childhood cancers and your donation is tax-deductible to the full extent of the law.

Kyle's Crusaders has chosen to align its fundraising efforts with Arms Wide Open Childhood Cancer Foundation (a 501(c)3 charity) because of their commitment to support vital research using 100% of the fund we raise.

Thank you for joining my team and supporting Kyle's Crusaders!

SAMPLE FUNDRAISING LETTER/EMAIL #2

Dear _____,

On Sunday, October _____, I am walking with my team, (team name) in Kyle's Crusaders ____ Annual Walk to Conquer Childhood Cancer. 100% of the proceeds from the Walk will fund childhood cancer research.

Unfortunately, research funding for childhood cancers is limited to a small percentage of the federal budget (4%) and pharmaceutical companies are reluctant to participate in pediatric drug trials because it's not profitable for them. As a result, much of the funding for pediatric cancer research comes from private donations and fundraising by doctors and families who have been impacted by cancer.

I have committed to raise \$ _____ and I cannot do it without the help of people like you. Please consider supporting my efforts on behalf of Kyle's Crusaders. To donate online, please visit my fundraising page (insert link).

If you prefer to mail in your donation, please make check payable to **Kyle's Crusaders** and send it to (team member name and address). All donations are tax deductible as charitable contributions (IRS Tax ID# 27-0811733).

Thank you in advance for your support.