



## **Team Captain Packet**

*To improve the lives of children and adults affected by Neurofibromatosis, NF Midwest's Great Steps Walks 4NF raise funds, increase awareness, and build community.*



# Thank You for Spreading Awareness!

First of all, thank you! You have taken on the important role as the Captain of your Team. The teams are what make Great Steps 4NF such a success, and it takes the Captain to pull them together and encourage them! It's not just about one day. It's also about the awareness and funds that are raised in the months and weeks before, with the help and energy of your team. Everyone has a part in making this event GREAT!

## What is Great Steps 4NF?

NF Midwest's Great Steps 4NF Walks include the largest walk for Neurofibromatosis in the country in Naperville, IL and other walks throughout the region. These walks bring co-workers, friends and family together as one community for the neurofibromatosis cause. Every walk varies in size but all have fun and friendship as the theme and our loved ones with NF as the center. Often they include our hallmark trait of passing out goodies along the walkway.

The goal of our Great Steps 4NF walks is to raise awareness and funds. The bulk of this comes from the work that our teams put in during the months before. Most teams create a Rallybound page to raise awareness and funds by spreading the word through social media. Some teams have **Do It 4NF** events that also raise funds and especially raise awareness because they bring our story out into the public.

## About Neurofibromatosis Midwest

Neurofibromatosis Midwest is dedicated to the increasing number of men, women, and children challenged by neurofibromatosis. We've been a nonprofit 501(c)3 since 1982 and we are determined to continue our work to educate, comfort, improve clinical care, and fund research for treatments and a cure. We are staffed by people with a personal interest in NF, with real experience, and a determination and motivation to use precious funds in an efficient manner.

## Our Mission.

NF Midwest is committed to improving the lives of children, adults, and families impacted by neurofibromatosis. Our continued focus and foundation is on **C**linics, **A**wareness, **R**esearch, **E**ducation and **S**upport in the states of Illinois, Indiana, Iowa, Kentucky, Wisconsin, and the eastern half of Missouri.



[www.GreatSteps.org](http://www.GreatSteps.org)



## Suggestions for Successful Teams

- **Build Your Team** - Ask your family, friends and co-workers to be a part of your team and join you in the fight against NF. If they register to join your team, they can create their own fundraising page or they can direct their people to your personal page for donations. You can also add walkers to your team anytime by logging in at [www.nfmidwest.rallybound.org](http://www.nfmidwest.rallybound.org) and clicking Add Walkers on the right side of your "My HQ" (Rallybound headquarters page).
- **Set Fundraising Goals** - Give your team an amount to aim for. You might be the top fundraising team for your walk or all walks.
- **Encourage your team members to also be fundraisers** - We can now keep track of individual fundraiser totals, in addition to team totals. Encourage each team member to go out and raise funds for NF so we can recognize them. This not only helps raise more money but helps spread the word about NF. **We ask that every team member have a goal of at least \$100.** So always make sure the fundraiser name is included on all donor forms and/or checks turned in so you (and NF Midwest) can recognize the top fundraisers on your team!
- **Motivate Your Team** - Encourage team members to register on NF Midwest Rallybound to start raising funds early. Consider creating challenges with prizes, such as the first to raise \$200, or whoever raises the most. Maybe you'll wash the car of whoever raises the first \$200. Thank your team for volunteering and let them know that they are important in the fight against NF.
- **Signs For Support** – This year you have the option of purchasing a custom sign that will show your support for your NF'er. You can purchase these signs that will be displayed at the walk and are yours to take home after with your own custom text for \$10. Just choose the option when you register or contact [info@nfmidwest.org](mailto:info@nfmidwest.org) to order one. Share this info with your family, friends etc so they can get one as well!
- **Include Your Work** - Be sure that you and everyone on your team lets their place of employment know that they are participating in a wonderful cause. The company may want to contribute, be a sponsor, or offer matching funds. Get matching funds in as early to ensure that they are received before the event so that they can be counted towards your team's totals.
- **Create a Theme** – You are welcome to come up with creative accessories or costumes for your team to show your NF spirit. We love this and though not required, it adds to the fun of the events. Most walks have an award for the most creative accessory or most spirit.
- **Thank Your Team** - We can't say it enough. Volunteers & Donors are the backbone of our organization. We can't continue the fight against NF without them (and you!)
- **Update Us** - Contact the NF Midwest office to get additional fundraising ideas, to let us know how it's going, and/or to share any wonderful ideas.





# Suggestions for Successful Fundraising

The main reason people donate is because they are asked! **YOU are the key!**

- **Write your story** - Make it compelling. Tell people how NF has affected your life. Tell them why or who you are walking for. Tell them how their donation will help those with Neurofibromatosis. Encourage every member of your team to help in the fundraising efforts. They can share your story or write their own.
- **Raise Funds Online** – When you register you should receive an email with a link to your personal NF Midwest Rallybound fundraising page or go to [www.nfmidwest.rallybound.org](http://www.nfmidwest.rallybound.org) to log in, choose your campaign and go to your “My HQ” (Rallybound headquarters page). There you will find all the tools you need to personalize the template with your unique NF story and then share it with your family and friends through email and all your social networks. Then help your team do the same!
- **Personal Letter Campaign** - Send *letters* in the mail to all your friends and family. Yes, snail mail letters still get the best response. Send along a donor form with your letter. Tell your NF story. How it has affected you and your family, and why we are so passionate about the NF fight. Be sure to include info on how they can donate via mail or online.
- **Social Media** – You can share your story with all your social networks right from your HQ as explained above. Put your info on Facebook, LinkedIn, Twitter, and email all your contacts. Remember, this is also great for NF awareness. **The more people you reach, the more you teach!** Do this multiple times, because Facebook and emails get passed over easily and forgotten. Be sure to include the link to your fundraising page.
- **Sponsor Letters** - With your company’s permission, send letters to company vendors asking them to support your efforts. Sample letters and forms are available online. It’s best to use your company or your own letterhead (or no letterhead).
- **Matching Gifts** – Remind team members and donors to submit matching gift forms to their companies. This is one of the fastest and easiest way to increase your Great Steps 4NF donations.
- **Hold your own Do It 4NF event** - Raise funds, awareness, and community for neurofibromatosis by creating your own event for the cause. Do It 4NF! Some past events have been Trivia Nights, Bowling Nights, Pub Crawls, Bake Sales, Vendor Party, Golf Outings, Sock Hops, etc. incorporate what you love...and it will be a success.
- **Update Us** - Contact the NF Midwest office to get additional fundraising ideas, to let us know how it’s going, and/or to share any wonderful ideas.





# Donation Suggestions

Make sure to tell them **HOW** to donate. Mention that they can donate by credit card or check and give them options that are easiest for them. Give them the link to your fundraising page (emailed to you when you registered). They can't miss the donate button or if they want to send a check, give them the NF Midwest address.

**We need all donations submitted by the Friday at noon before the walk to be considered for Individual and Team recognition/ gifts**, though all donations up through the day of the walk are welcome and counted. It also helps us get receipts and Thank You Notes sent out in a timely manner.

Please make sure all forms and payments not directly entered on the Rallybound fundraising pages have the individual fundraiser and team name on them. Any we receive without this information cannot be credited appropriately to the individual or team. If we receive a team name only it will be credited to the team captain's page.

## Credit Card

- Direct them to your personal fundraising page where they will see the donate button - This is the best way for your donors to use their credit card to donate to your team. Why? This page tells your story and why it is important to you to fight NF.
- The NF Midwest Fundraising Website on Rallybound, [www.greatsteps.org](http://www.greatsteps.org) lists all the Great Steps Events. Just choose the event, then choose the team or individual you wish to donate to, then choose your amount and enter the credit card information in the provided field.

## Checks

- Make sure your Team Name and Fundraiser name are in the memo section of each check.
- It's okay to collect multiple checks and send them in to the office in one envelope. Do this one or more times depending on how many checks you have. The NF Midwest address is 473 Dunham Rd, Suite 3, St. Charles, IL 60174.

## Cash

- Fill out a Donor Form (including your Team Name and Fundraiser name) for each person that donates cash.
- About 2 weeks before the walk, convert all cash to a personal check and mail along with the Donor Forms to the NF Midwest office. Please be aware that this check is not tax-deductible.





# Recognition Gifts

Many of our Individual Fundraisers and Team Captains come back year after to year, so to show our appreciation they are rewarded with NF Midwest special recognition gifts for their ongoing commitment.



## INDIVIDUAL RECOGNITION

New items this year, each INDIVIDUAL FUNDRAISER registered with a fundraising page on the NF Midwest Rallybound site, including the captain, is eligible to receive the following recognition gifts.

**Encourage everyone to participate!**

**\$500**

NF Midwest Pocket Flashlight\*

**\$1000**

NF Midwest Baseball Hat\*

**\$2500**

NF Midwest Pocket Flashlight\*, NF Midwest Baseball Hat\* and 10 Raffle tickets!

\*Substitutions may be made according to availability



## TEAM RECOGNITION

Teams raising \$5000+ will earn the captain of their team a NF Midwest zip up jacket, or Free Admission for 4 to 2019 Annual Symposium and Family Bowling night or Admission for 4 to the Annual Top Golf Event, A Top Fundraising Iron on Patch, Top Fundraising Flag to display proudly! (To the team captain only)

Teams raising \$10,000+ will earn the captain of their team a NF Midwest Zip up Jacket AND Free Admission for 4 to 2019 Annual Symposium and Family Bowling night or Admission for 4 to the Annual Top Golf Event, A Top Fundraising Iron on Patch, Top Fundraising Flag to display proudly! (To the team captain only)

Top Teams from each walk will be recognized, added to the top fundraising plaque, and awarded additional recognition gifts!

The Top Fundraising Team out of all the 2019 walks will have the opportunity to choose the 2020 T-shirt color!

The Top 3 Fundraising Teams out of all the 2019 walks will be featured on the

2020 walk literature and/or websites!



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