

# TEAM HANDBOOK



# OURHOUSE

GRIEF SUPPORT CENTER

# Run For Hope



# Sunday, April 30

West Los Angeles Civic Center & Bandshell

Presenting Sponsors

## The Hollander Family



# 2017 Run For Hope Team Handbook

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Thank you for being part of the **OUR HOUSE Run For Hope**.

Every dollar raised goes to support adult, teen, and children services. Your participation makes an enormous impact in providing a safe place for our community to **share grief and find hope**.

If you have any questions about teams, please contact Ginnean Shaw at [ginnean@ourhouse-grief.org](mailto:ginnean@ourhouse-grief.org) or call 424-220-6630.

We appreciate your support!



# Getting Started Registration



## 1. Team Basics

Forming a team is a great way to enhance an already meaningful experience. Teams come in all sizes, from two participants (the minimum) to 200.

Teams make training and fundraising easier, and multiplies the fun, the laughter, and memories. It is also an excellent opportunity for both small and large companies and organizations to promote camaraderie outside of work.

## 2. Easy Steps to Start a Team

**STEP 1 – Register yourself**

Step 1 Step 2 Step 3 Step 4

Begin registration using ...

f t Y in G

Or, Create a New Registration

First Name:  Last Name:

Email Address:

Password:  min. 6 characters Confirm Password:

Address:  Apt/Ste/Unit:

Country:

City:  State:  Zip:

Phone Number:  -  -   
212-423-4567

Next

**STEP 2 – Choose “Create Team”**

Step 1 Step 2 Step 3 Step 4

Choose a registration option.

**Solo**  
Register and fundraise as an individual.

**Join Team**  
Register and fundraise with an existing team.  
Just enter the team name to join in.

**Create Team**  
Show your team spirit! Sign up your family, friends, co-workers etc. to join your fundraising efforts.

# Getting Started Registration

**STEP 3-** Determine your goal and answer the registration questions that are quick and easy!

Step 1 Step 2 **Step 3** Step 4

Team: Team Castle Heights

Team Captain: Ginnean Shaw Team

Ginnean Shaw

Your Goal  
\$ 500 [Add More Participants](#)

Participant Type  
Physical Participant

Registration Type  
Adult

Company/Organization  
Our House

**STEP 4 –** Pay for your registration

Step 1 Step 2 Step 3 **Step 4**

Summary

Ginnean Shaw  
Physical Fundraiser, Team Captain \$35.00





[Apply](#)

[+ Add Additional Donation](#)

Total Due: \$35.00

Billing Information

Use previously provided address  
 Add a different billing address

Cardholder  Card Number

Exp  
MM  YYYY

CCV

[Complete Registration](#)

# Getting Started Registration



**STEP 5** – Share that you are participating in the Run For Hope on social media, through email, word of mouth... and start FUNDRAISING!!!

**STEP 6** – Use the Team Captain tools to communicate with your team and to maximize fundraising.

Remember that all the money raised supports OUR HOUSE services... oh yeah... and the top three fundraising teams and the top three largest teams will receive a special prize!

GS Hi, Ginnean Shaw  
Edit Account Details  
View My Page  
View Team Page

**Get Involved Now!**  
These tools will help you get started.

- My HQ
- My Fundraising Report
- My Team Fundraisers
- Promote via Email
- Promote via Social Media
- Social Auto-Post
- Contact Book
- Enter Offline Donation

I've Raised

\$0.00 \$500.00

My Recent Activity

No activities yet

My Progress 22%

For an Effective Campaign You Should:

- Create Custom URL
- Update Your Personal Image
- Import Your Contacts
- Connect to Your Social Networks
- Send a Fundraising Email
- Post a Message to a Social Friend
- Personalize Your Page
- Update Your Goal
- Donate to Your Team Goal

# Team Fundraising



## 3. Team Captains

Being a **Team Captain** is easier than you think! The Team Captain plays a key role in team building, fundraising, motivating, and creating a fun and memorable experience. For larger teams, we suggest that you assign a Co-Captain who will receive the same correspondence as the Team Captain. The Co-Captain may help communicate information to team members, recruit more team members, and help team members with their fundraising efforts.

## 4. Team Spirit

We encourage you to find ways to increase your team's bond and express your team unity and spirit by personalizing your team T-shirts, dressing alike, or creating your own signs. We ask that teams remember that the Run for Hope 5K attracts many families and a wide array of individuals. Please be considerate of others. No expletives or other offensive language or images on the team signs.

## 5. Team Zone

There will be a **Team Zone** where you can meet your team members and pick up your team sign before heading to the In-Memory Walk or 5K start line. Teams will be able to personalize the Team Sign. Get as creative as you like... write your team name, place a team photo — the possibilities are endless!

After crossing the finish line, re-visit the Team Zone to spend time with your team members and enjoy the after run festivities.

# Team Fundraising

## 6. Team Fundraising

Registration is just the beginning! Fundraising online is easy and fun! Remember that **every dollar you raise goes towards providing essential grief support services to children, teens and adults**. You can raise money as a team, or create a friendly competition amongst yourselves towards a common goal. Either way, the funds you raise will make an enormous impact in the lives of those grieving.

All contributions, including corporate matching gifts, need to be received by **Friday, April 28**, to be included in your team's fundraising totals.

## 7. Team Fundraising Awards

Special awards are given to the top three fundraising teams and the top three largest teams. Contributions, including corporate matching gifts, must be received by **Friday, April 28** to be included in your team's fundraising total for the top fundraising awards presented on event day.

# Team Fundraising



## 8. Team Fundraising Tips

The **Team Captain** plays a crucial role in team recruiting and fundraising. Here are some fun and easy tips on how to help build your team and how to fundraise:

- Once you register yourself and create a team, it will be easy for your team members to register.
- **Set a Team Goal of \$500!** Setting a team goal will give the team something to strive towards and to feel a sense of accomplishment when they achieve it. So set a goal of \$500... and make it happen!
- **The Power of 10.** Ask 10 friends to donate \$50 each to reach a fundraising milestone of \$500! Or 20 friends to donate \$25 dollars each. Think of the impact that \$500 dollars from each team could achieve!
- Use email and use social media to tell family, friends, and co-workers with why you are participating and details on how they can get involved.
- Send update emails and post on social media to keep the energy and momentum going for your team.
- Ask your team members if they want to dress up on event day as a way to show team spirit!
- If you are getting married or have a birthday coming up, consider asking your party guests/friends to donate to your team in lieu of a gift.
- Never miss an opportunity to let everyone know that you are training to run/walk a 5K and to tell them why it is important. Let them know what your fundraising goal is and then ask them for their support.
- Invite the **Run For Hope** Team Coordinator to speak at your place of business to encourage participation.



# Frequently Asked Questions



## 9. Frequently Asked Questions

**Q: Do team members have to register just like individual participants?**

A: Yes. Each team member must register individually for the event. When prompted, join a team by selecting the team name when registering online or by including the team information where indicated when completing a registration form.

**Q: Should team members use their email address when registering or the team captains?**

A: Information about the Run for Hope event will be emailed to the address provided so we recommend that each team member use their own email address. If you are registering using a form, please ask team members to print their preferred email address clearly to prevent emails from bouncing back.

**Q: Can participants register on the day of the event and still join the team?**

A: Yes. On-site registration will be available on the morning of the event. Remind your team members to include their team name to ensure that they are included on the final team roster following the event. Please note that donations must be received by **Friday, April 28**, to be included in the top team fundraising awards presented on event day.

**Q: How will I know who has registered on our team?**

A: You can check your team roster by logging into your team account that you created at time of registration.