

Join the Second Wind **LUNG WALK 2017**



Team Captain's Packet

Second Wind St. Louis Lung Walk
Forest Park Visitor's Center
Saturday, October 21, 2017 Begins 8 am



SECONDWIND

Lung Transplant Association
of St. Louis



SECONDWIND
Lung Transplant Association
of St. Louis

Welcome and Thank You

DEAR TEAM CAPTAIN:

Thank you for becoming a team captain for the St. Louis Second Wind Lung Walk on October 21, 2017 at 8:00 am at the Visitor's Center in Forest Park. The event includes a 5K race and walk and a one mile fun walk. Your role as a team leader in recruiting and motivating walkers is vital to the success of the walk.

This is the 12th year for this event to raise funds for the St. Louis Second Wind Patient Assistance Fund. Our goal is to raise \$40,000 to continue to provide assistance to transplant patients and their families. In this packet, please find a team leader kit that will help you recruit walkers for your team. We encourage you to recruit your team members as soon as possible. The walkers on your team will want to begin collecting donations immediately. The team that raises the most money will receive special recognition after the event.

As a team leader we ask that you be responsible for these three things:

1. Recruit 10 of your co-workers, vendors, competitors, friends, neighbors and family members to be on your team.
2. Ask each of your walkers to raise at least \$100 in pre-paid donations.
3. Come to the walk on October 21, 2017 with your team ready to participate in raising funds to benefit the Second Wind Assistance Fund and have a great time! Through the support of caring individuals such as you, we are able to improve the quality of life for lung transplant patients while they wait to receive the Gift of Life.

If you have any questions, please contact Tom Archer at (314) 664-6360 or by e-mail at tea3440@sbcglobal.net.

Very truly yours,

TOM ARCHER
Lung Walk Chairperson

If you have any questions pertaining to Second Wind St. Louis Lung Walk, or the association, please contact:

TOM ARCHER
by calling (314) 664-6360
or via email: tea3440@sbcglobal.net.

If you need help or have questions about forming a team, please contact Ben Akers at (314) 323-4006 or email at bwakers@yahoo.com. It's easy and a lot of fun.

Please visit www.secondwindstl.org for more information.

Please let us know how we can help you attain your goals.



Recruiting Team Members for your Second Wind Lung Walk team

RECRUIT TEN WALKERS TO RAISE \$100 EACH – THAT’S \$1000 FOR YOUR TEAM!

Team captains work to find at least ten people to participate. Friends, co-workers, vendors, competitors, family and neighbors are all great people to ask to walk or sponsor you. No matter if you have two walkers or ten, encourage your team to raise at least \$1000.

1. Recruit walkers/runners face to face.
2. Recruit a co-leader to help you build your team.
3. Distribute brochures and posters to walkers. Encourage them to pre-register as soon as possible.
4. Consistently communicate with your team to remind them of their individual minimum \$100 fundraising goal and remind them of the date and time of the walk.
5. Keep your walkers motivated by giving them hints on effective ways to recruit sponsors.
6. Remind your walkers to bring their sponsor money with them the day of the walk and arrive early to turn it in.
7. Choose a name for your group of walkers/runners. It can be part of your name (Donna’s Dynamos, Wallace’s Walkers, Archer’s Athletes etc.) or part of your company’s name (Team ABC Company, Dr. Trulock’s Trotters, etc.). Be sure to write your team name and your phone number on the posters you distribute so participants know to call you with questions. Make a sign for the day of the walk so your team can find you.

PUBLICIZE THE EVENT! LET EVERYONE KNOW THAT PARTICIPATION IS THE KEY.

1. Promote the event with posters, memos, newsletters and even paycheck “stuffers”. Put up flyers/brochures at your workplace, gym, church/synagogue or school.
2. Organize an office meeting (or take time out of one that is already planned) to get everyone excited about joining your team or forming their own team.
3. Ask your company for incentive prizes, and matching funds (this will double your team’s contribution).

CONGRATULATE YOURSELF!

Bring your team to the starting line and enjoy walking for those who need your help. Take pride in knowing you did your best for those who need your help.

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Second Wind Lung Walk Team Captain tips

As a team captain for the Second Wind Lung Walk you may hear a lot of reasons why someone cannot come out and walk. Do not get discouraged! Stay positive and keep trying. Here are some tips you may want to implement:

IF THEY SAY:

"I'm too busy."

"I can't ask people at work for money"

"I spend Saturdays with my family"

"I have plans that day."

"NO! Leave me alone!"

YOU CAN REPLY:

"That probably means you know many people who will want to sponsor you. It's a pre-paid walk, so you only have to ask your sponsors one time."

Friends and family members are often a safe place to begin. Just ask ten people for \$10. If you don't feel comfortable asking in person, write a letter or an e-mail request."

"The Lung Walk is a family event. Make it an activity in which everyone can participate. You can spend the day together while helping others at the same time."

"You can still help me!! You can do the walk on your own time or simply raise money to make a contribution. You'll be with us in spirit!"

"Okay – I give up. Will you sponsor me?"
(Be sure to say this with a big smile!)

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TRY TELLING POTENTIAL WALKERS SOME OF THESE INTERESTING FACTS.

WALKING IS GREAT EXERCISE! – Walking 3.2 miles/5 kilometers (the length of a standard Walk) burns approximately 325 calories.

WALKING BOOSTS ENERGY! – It also improves posture and helps you sleep better by toning your entire body and strengthening your heart, lungs and bones.

IT'S A GREAT WAY TO HAVE FAMILY FUN! – The Lung Walk also reminds us that being healthy and happy is the greatest gift of all, this is your chance to make a difference!



Team Captain Checklist

Use this checklist to ensure that you have completed all of the steps necessary to have a successful Lung Walk team this year!

- Set a fundraising and “people” goal for your team.
- Have all team members register online or mail in registration forms.
- Find any additional information you need at www.secondwindstl.org/ways-to-give/second-wind-lung-walk
- Set a great example by conducting a letter (or email) writing campaign.
- Involve your company/employer.
- Did you email your co-workers and ask them to join the team?
- Did you ask your boss to rally your company team?
- Rally your team. Have a barbeque or party for your team.
- Encourage all team members to be active fundraisers to support services for people living with lung transplantation. Have each walker set a fundraising goal.
- Email or call team members regularly to let them know about the details of the Walk day.
- Create a team T-shirt, banner or buttons to increase your team visibility on the day of the Lung Walk.
- Ask team members to collect outstanding pledges or matching gift forms and to mail to Second Wind or bring to the Lung Walk event.
- Attend the Lung Walk!

Thank you for your support of the Lung Walk. For additional information about the Lung Walk, please visit our website at www.secondwindstl.org/ways-to-give/second-wind-lung-walk

Together we can provide hope and help!

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Second Wind's Lung Walk Participant Registration Form

Please use a separate form for each participant.

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First Name Last Name

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Address

.....
City State Zip

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Phone: Home Work

.....
Email

Age on walk day..... Female Male

.....
Employer

.....
City State Zip Phone

Enclosed is my \$25 early registration. After October 1, registration will be \$30.
(Registration received by October 1, guarantees shirt size.)

Adult sizes: S M L XL XXL

Youth sizes: M L

\$30 the day of the race. T-shirt is not guaranteed.

My Company has a matching gift program and I have attached the form.

Please register me for: 5K race 5 K walk 1 mile fun walk
 I'm just here for the t-shirt

I will be participating in honor of or memory of:

I will participate as an individual a member of a team

I'm not available the day of the walk but would be interested in helping in other ways. Please contact me.

.....
Team Name Team Captain

My personal fundraising goal is: \$..... My team's goal is: \$.....

I am unable to participate, please accept my contribution of: \$.....

SECOND WIND LUNG WALK

5K Race & Walk
October 21, 2017
Forest Park Visitor's Center
8:00 am: Registration
8:30 am: Memorial Service
9:00 am: Start-time

SECOND WIND LUNG WALK WAIVER

I hereby waive all claims against the St. Louis Second Wind Lung Transplant Association, sponsors, or any personnel and agencies connected with this event for any injury I might suffer in this event. I grant full permission for Second Wind to use photographs of me and quotations from me in legitimate accounts and promotions of this event.

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Signature Date

.....
Parent Signature Date

Parent Signature required for participant less than 18 years of age.

Please send this form and a check made payable to Second Wind to:

SECOND WIND LUNG WALK
1509 Hudson Landing
St. Charles, MO 63303

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Second Wind's Lung Walk Walker's Sponsor Form

Use this form to keep track of your sponsors/donors. Be sure to fill out this form completely and turn it into your team captain two weeks prior to walk day OR if that is not possible, bring it with your pre-paid donations to check-in on walk day.

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Team Name: Team Captain

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Day Phone Evening Phone

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E-Mail Fax

\$ \$ \$
Personal Goal Team Goal Total Donations Collected

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..... ADDRESS: ADDRESS: ADDRESS:
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