

Your Guide to Building A Successful Team



Saturday, Feb. 11, 2012 • Aurora

Chicagoland's Unique

Winter Walk

**Saturday February 11th, 2012
9:00 a.m.
Fred Rogers Community Center**

**501 College Avenue
Aurora, IL 60505
630/952.1104
www.walk-a-mile-aurora.org**



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Thank you for registering your team to participate in the Wayside Cross Ministries annual Walk-a-Mile in My Shoes event. Your team's participation will not only be memorable and fun, but it will help us to continue our mission to instill knowledge, optimism, and hope to needy families and at-risk youth in our communities.

Being a walker/sponsor of Walk-a-Mile in My Shoes 2012 will make you a part of the most exciting process you can imagine. You can help to stop a downward spiral and turn the lives of homeless women in a positive direction. You can provide under-served and at-risk children with a stable, nurturing environment for growth.

Based on actual requests for shelter, we have seen an alarming increase in the number of homeless women and children over the past several years. Wayside Cross Ministries has stepped up to meet the need through a transitional living program at **Lifespring Center**. Going above and beyond safe shelter and nutritious meals, Lifespring has long term programs that address the underlying causes of homelessness such as substance abuse, incomplete education and inadequate life skills. Lifespring offers homeless women and their children an opportunity to become God-reliant and self-supporting allowing them to make a positive contribution to our community.

Urban Youth Ministry is a program of Wayside Cross Ministries that reaches out to and supports at-risk youth in the Aurora area. Urban Youth sponsors a baseball league, athletic camps, as well as a summer camp geared toward giving children summer fun and a structured Christian experience. Urban Youth also reaches out to at-risk children in Aurora with after school programming, homework help, and benevolence programs offered to children and others in the Aurora Community.

This packet is designed to answer your questions and assist you in your fundraising efforts for both you and your team members. A sample letter is included and can be customized to personalize it for you, your family, friends, and co-workers. Fundraising tips can be used in all areas of your fundraising plan. Additional flyers and other materials are available at our office, online, or just give us a call Scot @ 630/723-3408.

Where Do I Begin?

As a Walk-a-Mile participant you have made a commitment to help Wayside Cross ministries to help homeless women and children and at-risk youth in our community. Thank You!!

Here are some helpful tips in becoming a successful Walk-a-Mile fundraiser:

- **Develop an understanding** of the need for support of the services provided to the women & children and at-risk youth we serve.
- **Communicate the success** that Lifespring and Urban Youth Ministries has experienced.
- **Provide an assurance to donors** that all contributions will be used entirely for the purpose of living our mission. The proceeds from this event will be used solely for the operating expenses for Lifespring Center and Urban Youth Ministries.
- **Pledge yourself!** Your family, friends, social-media friends and co-workers are more likely to donate to your efforts if they see that you are also behind the cause financially. Be sure to start the collections off with a healthy amount and you'll be surprised at how many donors match, or even beat your pledge.
- **Form your team** and share the excitement of raising awareness and funding for Lifespring and Urban Youth Ministries. You can register your team by filling out the registration form (found on our web site www.walk-a-mile-aurora.org) and mail, fax, or drop it off at our office or call *Scot @ 630/723-3408*.

How Can I Raise Money?

- Conduct a letter writing/email/social networking campaign...Send a letter/email or post on your social network asking for donations (a sample letter is included for your convenience).
- Hold a fundraising event at work... **Internal Challenge**-challenge each department to raise money to help the homeless and at-risk youth. **Donation Can**-set a can out on your desk or in the cafeteria...you'll be surprised how fast pennies and loose change add up. **Brown Bag Lunch**-everyone brings their lunch from home instead of going out and they contribute \$5 to the team. **Jeans Friday**-anyone who donates \$5 or more can wear jeans on Friday.
- Ask everyone...friends, family, your dentist, your pastor...anyone you can think of to join you in supporting your efforts. The worst they can say is "no." But you'll never know until you ask the question.
- Host a party at your home and collect donations from your guests.
- Crafty? Sell your creations and donate the proceeds toward your personal/team fund raising goal.
- Bake your favorite cookies and offer them in exchange for a donation to your team's goal.
- Thank your donors in a heartfelt and timely fashion. Within a few days of Walk-a-Mile send a thank you to everyone recapping the day's events and your overall total pledges.

You CAN Raise \$200.00 Next Week

- Start by sponsoring yourself for \$25
- Ask 2 family members to sponsor you for \$25
- Ask 5 friends or neighbors for \$10
- Ask 5 co-workers for \$5
- Ask your boss for a \$25 donation
- Ask 1 business you frequent for \$25

Corporate Gift Matching

Many corporations have generous gift matching programs. Corporations will often match gifts given by their employees. This is a great way to **double** and sometimes **triple** your fundraising efforts. Be sure to ask your donors if their employer offers gift matching. They just need to ask their Human Resources Department for more information.

Are Donations Tax deductible?

Yes, all donations made directly to your fundraising campaign are tax-deductible. Checks should be made payable to “**Wayside Cross Ministries** ” and designate in the memo section “**WAM – Aurora.**” Their canceled check serves as their receipt.

Important Date to Remember:

- Today...start to build your team and raise your funds..
- For the **February 11, 2012**, 6th Annual **Walk-a-Mile in My Shoes**.
- *Then on Saturday, Feb. 11 turn-in your raised funds and enjoy the walk!*