



January 1, 2010

Dear Team Captain,

Thank you for taking on the challenge as a Team Captain Taking Steps to End Violence Against Women and Children. Your efforts will help make this year's event a great success. By agreeing to be a team captain, you will be helping us reach our goal of \$50,000 to support the essential work of these agencies. This packet contains everything that you will need to organize your team:

- 10 pledge sheets/posters for walkers
- team captain tool kit
- save the date cards for use in newsletters and mailings
- promotional buttons for you and your team members

Don't forget to check out the web site, www.takingsteps.org. The web site is a great tool to help you generate excitement, encourage walkers to get sponsors online, and to communicate with us. There are forms to download, links for online donations, and links to forms to use to communicate with us.

If you are in need of more supplies, please either visit www.takingsteps.org to download more materials or call us at 508.852.7600 and we will mail them out to you.

Stay in touch and we'll look forward to seeing you on April 25!!

Sincerely,

Kim Dawkins
Kim Dawkins
Executive Director

Linda Cavaioli
Linda Cavaioli
Executive Director

Cathi Coridan
Cathi Coridan
Executive Director

Rape Crisis Center of
Central Massachusetts

YWCA of Central
Massachusetts/Daybreak

Girls Incorporated
of Worcester



How to Build a Taking Steps Team

Use the following suggestions or make up some of your own. Have Fun and Get Excited!!! Your enthusiasm will surely be contagious!!!

- * Get a story in your company/organization newsletter or college newspaper about the Taking Steps event
- * Encourage people to visit the website where they can download a pledge sheet and sponsor a walker
- * Ask a senior official at your workplace or organization to send a message of support or write a memo endorsing the Taking Steps event
- * Promote the walk with a lobby display at your company, listing your contact information as the team captain
- * Invite a speaker from the Taking Steps Outreach Committee. Speakers can attend an informal luncheon, staff meeting, class, or other gathering and share information about the organizations supported by Taking Steps and about the issues of domestic violence and sexual assault.
- * Set a money goal for your team and create an incentive for the most pledges
- * Organize a team walk meeting to monitor progress and discuss ideas
- * Encourage several teams to form among departments, locations, clubs, residence halls, etc.
- * Put up posters advertising the walk in strategic places at your workplace or organization and in recreational settings
- * Encourage your company or organization to match your team's pledges and have the money collected for the day of the walk
- * Design T-shirts, hats, banners or signs with your team's name and/or logo to wear the day of the walk



Get organized: Suggestions for Coordinating your Team's Efforts

Stay in touch – we will be happy to talk with you about your efforts, provide any promotional materials, speakers, resources, or information. Call us at 508-852-7600, or visit our web site at www.takingsteps.org and drop us an email at takingsteps@rapecrisiscenter.org.

Encourage your team members to set money goals. There are prize incentives for the top 3 teams. In order to qualify for incentives, walkers must turn in their money on the day of the walk or through the web site in advance. You can use the attached team roster to keep track of your team members.

- * Two weeks before the walk, remind your team members to have their pledge sheets filled out and collect all money from their sponsors

- * One week before the walk, coordinate your team members to show up with their completed pledge sheets and money during registration on Sunday, April 25th

- * The day of the walk, registration begins at 11am. Please make arrangements to meet your team members at the YWCA. Upon registering, we will inform you of the time your team photo will be taken. Please inform your team members of the scheduled photo time, so that the picture taking process will go smoothly. Wear or carry your team's colors or logo to show your support!

- * Consider supporting day of the event volunteers. This is a great opportunity, especially for folks who prefer not to walk or run the course. We need people to help at water and food stations, assist with the silent auction, registration, and to provide course monitors throughout the road race and walk.

