

Virtual

WALK
A MILE
IN HER SHOES

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ywca

Metro St. Louis

October 19-23, 2020



2020 **TEAM CAPTAIN**
GUIDE

Proud member of

United Way
of Greater St. Louis



WALK A MILE IN HER SHOES

Join **YWCA Metro St. Louis** as a sponsor of the virtual 8th Annual Walk A Mile in Her Shoes®, being held October 19-23, 2020.

Speak out against sexual, domestic, and gender violence.

WHEN

Monday, October 19th -
Friday, October 23rd

In Conjunction With
YWCA Week Without Violence

WHERE

VIRTUAL!

Wherever & Whenever
You Like, Just Take Pictures,
Send A Video & Post Online!

YWCA Metro St. Louis is the region's leading advocate for the **safety, security** and **stability** of women and children. Our services remove barriers and build lives - whether it's tackling violence against women, creating safe places to live, expanding educational opportunities or advocating for racial justice.

Did You Know?

Someone is sexually
assaulted every
73 seconds.

1 in 3 women and
1 in 4 men have
experienced a form of
physical violence by
an intimate partner.

Domestic violence
hotlines receive an
average of 15 calls
every minute.

In 2019 in St. Louis,
1,598 rapes and
attempted rapes
were reported.

YOUR SUPPORT IMPACTS THE LIVES OF WOMEN IN OUR COMMUNITY!

QUICK FACTS

- Walk A Mile is non-competitive and anyone can participate—Men & Women.
- Men do not have to wear high-heel shoes, but it does go a long way in raising awareness and support if you are willing to do so.
- Every dollar raised directly benefits YWCA and the services that support victims of emotional, physical and sexual abuse.
- There are no set fundraising minimums; however, we do suggest that teams set a goal to raise \$1,000 per team and individuals set a goal to raise \$100 per person.
- Your \$25 registration fee counts toward your \$100 per person goal.
- Register your team online at www.ywcastl.org/event/wam8.
- For more info contact Aimee Frey at events@ywcastlouis.org.



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TEAM SUCCESS

Habits of a successful TEAM CAPTAIN

Team success starts with you! We know you are passionate about the mission, so how do you translate your enthusiasm into action and lead your team to reach its maximum potential?

Habits of Successful Team Captains

- 1. Start Early, Keep Going.** The best time to start is today! Now that you have your Team Captain Kit, read it cover to cover. The earlier you get started, the more you and your team can achieve. Set a realistic team fundraising goal and inspire your team to achieve that goal. Stay organized and focused. Put time on your calendar to dedicate to your responsibilities as Team Captain.
- 2. Recruit the Right People.** Selecting team members is one of the most important steps in building your team. Ask friends, family, and co-workers you know you can depend on, who have the time to be active participants, and who are excited to get involved with you.
- 3. Provide Leadership.** Being a Team Captain means knowing when to delegate and when to take the lead. Carefully assign tasks to members of your team and hold them accountable for things they have promised to do. Stay organized and committed to your team's fundraising goals as you provide leadership and encouragement to attain them. Attend the Team Captain meeting, and keep your team informed and updated about the event at your team meetings.
- 4. Hold Fun & Informational Team Meetings.** If your meetings are fun, your team members will come. Have a solid meeting plan before everyone arrives so you can achieve all your meeting goals. Include time for brainstorming team fundraising ideas, sharing success stories and recognizing team members and their accomplishments.
- 5. Inspire, Motivate & Appreciate.** Celebrate team members when they register, pay their registration fees, make a personal donation to help them reach their fundraising goals, etc. Write notes, make calls and remember to say thank you!
- 6. Communicate.** The key to building solid relationships and expectations with your team is to keep communication flowing. At your first team meeting find out everyone's preferred form of communication - email, text, phone calls, social media, etc. You may want to create a team Facebook page or a weekly team newsletter by email. Find someone on your team with good communication skills and ask them to take the lead.

Team & Individual Awards

At the event we will celebrate the success of teams and individuals with an awards ceremony. Fundraising efforts will be recognized as follows:

	Teams	Individuals
Rising Stars	\$1,500 - \$1,999	\$150 - \$199
Bronze Level	\$2,000 - \$3,499	\$200 - \$349
Silver Level	\$3,500 - \$4,999	\$350 - \$499
Gold Level	\$5,000 - \$9,999	\$500 - \$999
Platinum Level	\$10,000 +	\$1,000 +

Additional awards for team size, creativity and more will also be awarded.



GOOD LUCK! Thank you for your support!

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FUNDRAISING TIPS For Individuals & Teams

The number one reason people don't give is because they were never asked. Speaking out against rape, sexual assault, physical abuse, emotional abuse and gender violence is a cause that is easy to rally around and one that many people will gladly support.

Make A List and Check It Twice.

Make a list of potential donors. Include everyone you know, and send them each a letter or email using your Walk A Mile web tools. Start by making a donation yourself and ask others to match it!

Ask Every Day.

Ask one person each day to make a contribution. If you get five \$20 donations, you'll have raised \$100 in less than a week! Sexual Assault is an issue that everyone can get behind, and most people will be happy to donate.

Talk It Up.

Ask for a few minutes on the agenda of any meetings you'll be attending. Explain why you are participating in the event, and ask for everyone's support. If you have a personal reason for participating, share it—this will help connect people to your purpose.

Fundraise Online.

Use your personal Walk A Mile website to send emails and track your progress. Send an email to friends, family members, co-workers, and others asking for their support. Let them know why you are walking and why this cause is important to you.

Fundraise As A Team.

Teams can have a lot of fun organizing activities and events to raise money for Walk A Mile. There are many team fundraising ideas but we've found that fundraising activities that provide a service that people would already spend money on are most successful! For example, offer a car wash or host a movie night, garage sale, wine tasting party or a dine around—the sky is the limit!

Double Your Money.

Many employers offer matching gift programs. Your \$25 donation could turn into \$50 just by asking your personnel or Human Resources department. And don't forget to give your donors this opportunity as well. Many of them work for companies that may offer matching gifts. Share this information with your donors when they make their contributions to your fundraising efforts.

Post On Social Media.

Be sure to let all your friends and followers on social media know about your involvement in Walk A Mile! Post often about your reasons for participating, and include the link to your fundraising page so people in your network can support you with a donation. Social media is also a great way to recognize those who have supported you.

Fundraise On the Go.

Text messages are a great way to communicate quickly with potential donors. Send them a link to your fundraising site, or text a challenge to the group each day to keep them engaged.

Fundraise At the Event.

On-site fundraising at your team station is great "icing on the cake" for your team and helps create a fun atmosphere for your walkers and cheerleaders. Activities and raffles are a great way to fundraise before the race begins!

Questions?

Contact Aimee Frey at 314.531.1115 ext. 5230 or events@ywcaatlouis.org

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8th Annual Virtual Walk A Mile In Her Shoes

WAIVER OF LIABILITY

In consideration of my entry into YWCA Metro St. Louis' "Walk A Mile In Her Shoes" event—Monday, October 19 through Friday, October 23, 2020—I hereby release and discharge the organizers and sponsors of this event, including without limitation YWCA Metro St. Louis and the City of St. Louis, and each of their directors, officers, owners, employees, affiliates, representatives, volunteers or successors from any and all liability, claims, demands, actions and causes of action whatsoever arising out of or related to any loss, damage or injury, including bodily injury and/or death, that may be sustained by me or to any property belonging to me as a result of my participation in this event, including traveling to and from the event.

I understand that the nature of the event involves strenuous physical activity, performance in an uncontrolled environment, contact with unfamiliar people and other potential risks. I am fully aware of the risks and hazards connected with the event and elect to voluntarily participate in the event. I attest and verify that I am physically fit and have sufficiently trained for participation in this event, and I have not been advised otherwise by any qualified medical personnel. I hereby assume the risk for any accident or injury to person or property which I may sustain or cause in conjunction with my participation in the event. Further, I hereby grant full permission to any and all of the foregoing organizers and sponsors to use my name, likeness, and image in any public broadcast, telecast, video, print or social media of this event and without compensation.

Print Name: _____

Signature: _____

Date: _____