

TEAM LEADER GUIDEBOOK PENINSULAWALK4LIFE.ORG Serve Moms. Save Babies.

You're about to do something awesome . . . but also terrifying. You're going to invite friends and family to stand with you for the lives of pre-born babies on the Peninsula.

But let's be honest, is there anything worse than asking people for money? I think being hit by a bus is slightly worse.

The good news is, you can feel confident that you are saving the lives of babies in our community. We provide pregnant women with a safe place to process and learn the truth about abortion. We offer options consulting, ultrasounds, and parenting support **FOR FREE** thanks to partners like you.

This year, we're doubling down, not letting up, on caring for women in need, so we also need to raise more money than ever. That's where you come in. We need to raise \$265,000 this year to keep pace with the demand at the clinic.

This guidebook is full of helpful info you'll need on your fundraising journey and we are so grateful you're part of the Care Net Peninsula Family.

Kyn Hollway

Executive Director, Care Net Peninsula

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RESOURCES

You Can Download A Full Media Kit At: cnpeninsula.org/resources

WHICH INCLUDES: Poster Files Flyer / Church Bulletin Insert Files Social Media Graphics Pledge Form Client Videos Power Point Slides So Much More!

Printed Posters, Flyers and Pledge Forms will be available at the Team Leader Training Session.

Tips and Announcements can be found in this booklet.

DAY OF THE WALK

SATURDAY, MAY 10TH at Newport News Park!

13560 JEFFERSON AVENUE | NN, VA 23603 FOLLOW THE SIGNS TO SHELTERS 19 & 20

8:30am ACTIVITIES & CHECK-IN OPEN | 9:30am EVENT KICK-OFF

Fundraising walkers raise \$ \$\$ before the celebration event. So even if a walker can't make it Saturday, May 10th, they

can still raise awareness and critical funds to support our workli

@ 9:30 am

Check-In with

Day of Donations @ 8:30 am

We'll wrap up around

You Encourage Your Team!

Your PASSION defends innocent lives!

YOUR ROLE



Your ENTHUSIASM is a GAME CHANGER!

CONNECT

WITH YOUR WALKERS REGULARLY TO ENCOURAGE THEM IN THEIR EFFORTS.

PROMOTE

THE EVENT IF YOU'RE A TEAM LEADER





THERE IS **NO** PARTICIPATION FEE, BUT WE HOPE THAT EVERYONE WHO COMES OUT TO THE WALK WILL FUNDRAISE.

Here is Your Checklist

○ MEET WITH YOUR PASTOR EARLY

- Ask your pastor to share about CNP's 2025 Walk4Life during one of your services and set up a table display with information.
- Show your pastor the available resources.

○ TALK TO SMALL GROUPS ABOUT WALKING

- Provide Small Group leaders with fundraising forms so they can get their small group involved.
- Encourage a friendly competition within the groups to see who can recieve the most donations.

○ TALK WITH YOUR NETWORK OF FRIENDS

- Encourage your neighbors, co-workers, school, or friends to participate in the event!!
- O SET A TEAM GOAL

○ CONTACT PAST FUNDRAISING WALKERS

• Ask if they want to Walk again! People are excited to be asked back!

O PROMOTE THE WALK Page 9

- Bulletin Announcements +
- Testimonial Video visit comeninsula.org/resources
- Communicate to your network!

KEEP IN CONTACT WITH YOUR WALKERS -A VERY IMPORTANT STEP!!

- If someone tells you they will register ... check your page to see if they did!
- Encourage walkers with personal notes and emails from you.

EVENT TIMELINE



BY 5 WEEKS OUT - April 7th

- \circ (ontact those that have registered to encourage their efforts.
- Play one of Care Net Peninsula's videos during announcements. Videos can be found at www.cnpeninsula.org/resources

EVENT TIMELINE

BY 4 WEEKS OUT - April 14th

- Keep up the momentum!! This is when we see the most people sign up!
- Keep recruiting fundraising walkers.
- \circ Follow up with people who expressed interest but haven't
 - set-up their fundraising page yet.

BY 3 WEEKS OUT - April 21st

 \circ (ontinue to receuit new fundraising walkers.

BY 2 WEEKS OUT - April 28th

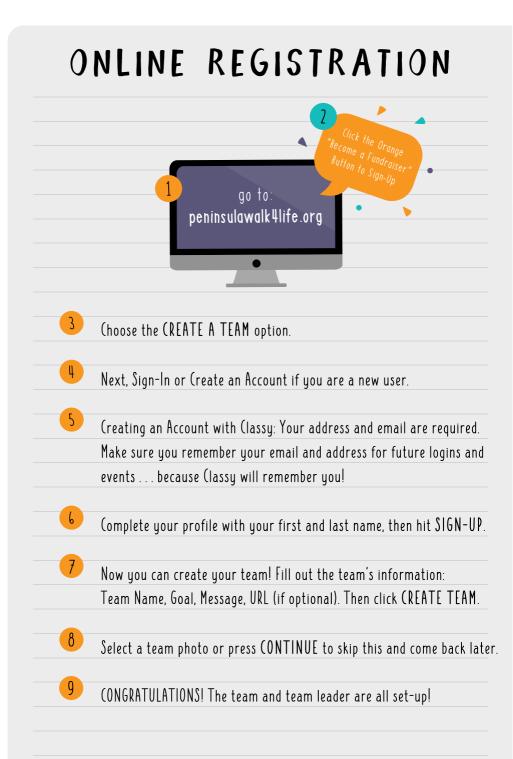
- Encourage your teammates in the final
- stretch over the finish line. You're almost there!

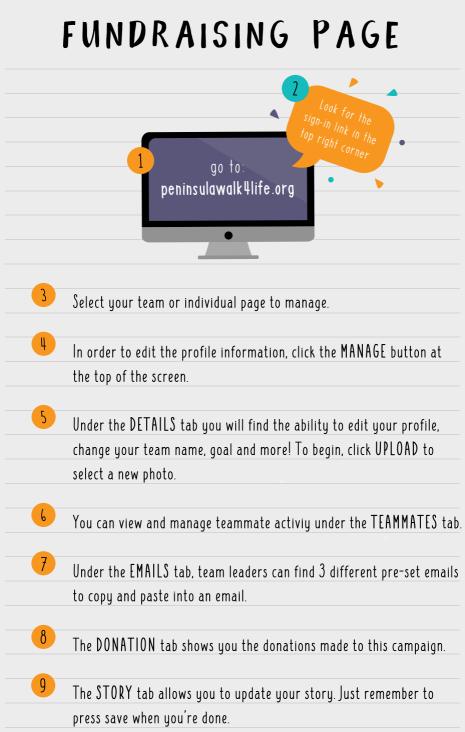
BY 1 WEEK OUT - May 5th

- \circ Give your team Day of Event details
- Make sure you have everything you need to celebrate with your team at the Walk4Life (i.e. signs, t-shirts, etc.)

Walk4Life - May 10th

- \circ (heck-In and Parking Lot open at 8:30am
- \circ There will be fun games for the whole family!
- \circ The main event will kick-off at 9:30am





BULLETIN ANNOUNCEMENTS

6 WEEKS OUT - MARCH 31st - Weeks Out

Repeat 5

Women with unplanned pregnancies often feel scared and alone. When they're alone in crisis, abortion can feel like the only way out. Care Net Peninsula wants to be their first call for help! That's because for over 38 years they have been a safe space where women can process and learn the truth about their pregnancy. Care Net Peninsula provides options counseling, ultrasounds and parenting support. All for free so women don't default to abortion. When pregnant women have the help and hope they need, they choose life for their baby.

4 WEEKS OUT - APRIL 14th

Raise Funds, SAVE LIVES! <(hurch Name> is committed to supporting Care Net Peninsula's Walk 4 Life on May 11th. Our church's goal is to have <goal> fundraising walkers - will you help> Register online at www.peninsulawalk4life.org

3 WEEKS OUT - APRIL 21st

 Go the extra mile for moms and babies! Help raise funds to support Care Net Peninsula's Walk 4 Life on May 11th - every dollar makes a difference for this vital local ministry. Register online at www.peninsulawalk4life.org to get started helping to save lives.

FINAL 2 WEEKS - APRIL 28th & MAY 5th

⁶⁶ I saw a heartbeat, which ruled out abortion. ??
Care Net Peninsula has a unique opportunity to minister to women and families as they experience the challenge of an unplanned pregnancy. Register online at www.peninsulawalk4life.org

HAVE AN OFFLINE GIFT?

(hoose an option and follow the steps below to enter checks/cash you get to your fundraising page!

OPTION #1

Enter them online at cnpeninsula.org/offline-donations

- 1. Fill out the form and click submit!
- 2. Our team will receive the form and update your page.
 - ' It may take a day or two to reflect on your page

OPTION #2

Use the printed pledge form (extras are online!)

- 1. Fill out the information as clearly as possible!
- 2. Bring to the Care Net Peninsula office and our team will update your page for you.

Make sure to have ALL offline gifts in by 5pm on May 9th to count towards the Beach House Giveaway!

You can submit gifts as they come in, you don't need to wait to fill up your form! All cash and checks can be dropped off at the Care Net Admin office or you can bring them to registration on May 10th.

FUNDRAISING TIPS



Set A Personal Fundraising Goal - The higher the goal, the more you'll raise! Put yourself in the place of a friend or family member - would you donate more to a friend if his goal was \$200 or \$2,000? People want to support you and the things you support, so setting a high goal shows ambition, commitment and determination to a cause you believe in!



Donate To Yourself - Others will appreciate that you are devoting both your time and your own finances.



If You Have Done The Walk Before, Contact Those Who Donated To You Last Year - Thank them for their gift and ask for their support again. Ask for a specific amount; if they can't donate that much they will offer what they can.



Be Enthusiastic When Asking For Pledges – Let people know their money makes a difference in the lives of moms, dads, and babies.



Start Early - The sooner you start asking for donations, the more money you will raise. As soon as you register, get organized and start asking.



Personalize - You can add your own text and pictures to your fundraising page. Remember your potential donors will be interested in the cause, but they are primarily interested in YOU. Make sure you tell them why you're getting involved and how you're connected to Care Net Peninsula. It's doesn't have to be long.

Let your sponsors know their donations are tax deductible.

HOW TO RAISE \$1500 IN 3 WEEKS





Total = \$1500

- Ask 5 other relatives for a minimum pledge of \$25
- Ask 8 co-workers to pledge to you for a minimum donation of \$25
- Ask your boss to pledge to you for \$50
- Ask 3 local merchants (like your hair salon, favorite bakery or restaurant and gym you frequent) to pledge \$50 each

YOU NOW HAVE ONE ENTRY & ARE \$500 AWAY FROM A SECOND ENTRY FOR OUR GRAND PRIZE OBX BEACH HOUSE VACATION RENTAL DRAWING!!



Care net PENINSULA

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QUESTIONS?

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