



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.

A handwritten signature in black ink that reads "Ryan Hollberg". The signature is written in a cursive, flowing style with a long, sweeping underline.

Executive Director, Care Net Peninsula

TABLE OF CONTENTS

RESOURCES	4
WALK4LIFE DETAILS	5
YOUR ROLE	6
TEAM LEADER CHECKLIST	7
TIMELINE	8-9
ONLINE REGISTRATION	10
FUNDRAISING PAGE SET-UP	11
BULLETIN ANNOUNCEMENT	12
OFFLINE GIFTS	13
FUNDRAISING TIPS	14
HOW TO RAISE \$1500 IN 3 WEEKS	15

RESOURCES

You Can Download A Full Media Kit At:
cnpensinsula.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

Check-In with
Day of Donations
@ 8:30 am

Event Starts
@ 9:30 am



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 work!!

We'll wrap
up around
noon!

Your **ENTHUSIASM**
is a **GAME CHANGER!**

You **Encourage**
Your **Team!**

Your **PASSION**
defends innocent lives!



YOUR ROLE



RECRUIT

FUNDRAISING WALKERS



CONNECT

WITH YOUR WALKERS
REGULARLY TO ENCOURAGE
THEM IN THEIR EFFORTS.

PROMOTE

THE EVENT IF YOU'RE A TEAM LEADER

WALK LINGO

**TEAM
CAPTAIN**

THAT'S YOU!

DONORS

DONATE FINANCIALLY TO
CNP THROUGH THE
FUNDRAISING WALKERS

FUNDRAISING WALKER

YOU & THOSE YOU INVITE TO PARTICIPATE

IS THERE
A COST
TO WALK?

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

Here is Your Checklist *Its Easy!*

TO BE AN AWESOME LEADER

○ 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 receive the most donations.

○ TALK WITH YOUR NETWORK OF FRIENDS

- Encourage your neighbors, co-workers, school, or friends to participate in the event!!

○ SET A TEAM GOAL

○ CONTACT PAST FUNDRAISING WALKERS

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

○ PROMOTE THE WALK

- Bulletin Announcements *Page 9*
- Testimonial Video *visit cnpeninsula.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

FIRST THINGS FIRST: Set up your personal and team fundraising pages, and think about a plan to build your team and raise funds!



BY 8 WEEKS OUT - March 17th

- Connect with your pastor
- Connect with small group and/or bible study leaders

BY 7 WEEKS OUT - March 24th

- Contact previous walkers to see if they will participate again.
Don't remember who they are? We can help!



BY 6 WEEKS OUT - March 31st

- Publish an announcement in your church bulletin and/or your church's social media account

You can find announcements on Page 12 of this booklet and graphics to share at www.cnpeninsula.org/resources

BY 5 WEEKS OUT - April 7th

- Contact 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.
- Follow up with people who expressed interest but haven't set-up their fundraising page yet.

BY 3 WEEKS OUT - April 21st

- Continue to recruit new fundraising walkers.

BY 2 WEEKS OUT - April 28th

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

DON'T GIVE UP!
THIS IS WHERE TRACTION
HAPPENS EVERY YEAR!

BY 1 WEEK OUT - May 5th

- 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

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

ONLINE REGISTRATION



- 3 Choose the **CREATE A TEAM** option.
- 4 Next, Sign-In or Create an Account if you are a new user.
- 5 Creating an Account with Classy: Your address and email are required. Make sure you remember your email and address for future logins and events . . . because Classy will remember you!
- 6 Complete your profile with your first and last name, then hit **SIGN-UP**.
- 7 Now you can create your team! Fill out the team's information: Team Name, Goal, Message, URL (if optional). Then click **CREATE TEAM**.
- 8 Select a team photo or press **CONTINUE** to skip this and come back later.
- 9 **CONGRATULATIONS!** The team and team leader are all set-up!

FUNDRAISING PAGE



- 3 Select your team or individual page to manage.
- 4 In order to edit the profile information, click the **MANAGE** button at the top of the screen.
- 5 Under the **DETAILS** tab you will find the ability to edit your profile, change your team name, goal and more! To begin, click **UPLOAD** to select a new photo.
- 6 You can view and manage teammate activity under the **TEAMMATES** tab.
- 7 Under the **EMAILS** tab, team leaders can find 3 different pre-set emails to copy and paste into an email.
- 8 The **DONATION** tab shows you the donations made to this campaign.
- 9 The **STORY** tab allows you to update your story. Just remember to press save when you're done.

BULLETIN ANNOUNCEMENTS

6 WEEKS OUT - MARCH 31st

Repeat 5
Weeks Out

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.

Make Your Own!
Be Creative!

4 WEEKS OUT - APRIL 14th

Raise Funds, SAVE LIVES! <Church 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

“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?

Choose 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



WEEK ONE

RAISE
\$550

- Start by making a pledge to yourself for \$50
- Send an email or text the link to the fundraising page to at least 30 friends and acquaintances asking for a minimum pledge of \$25. If just half of those contacts come through at \$25, you will have raised \$375.
- Send a few direct messages to some Facebook friends: 4 friends come through at \$25 each
- Post a link to your Fundraising Page on Facebook asking for a \$5 pledge: 5 friends comes through at \$5 each



WEEK ONE

RAISE \$425
Total = \$975

- Ask 5 relatives for a minimum pledge of \$25
- Set up a matching challenge! Personally ask a generous donor if they'll give \$100 if you secure 4 friends who will pledge to you for a minimum donation of \$25 each.
- Ask 5 neighbors to pledge to you for a minimum donation of \$20 each. Each year, one of Care Net Peninsula's top walkers raised most of her funds by going door to door asking for pledges with her family!



WEEK THREE

RAISE \$525
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!!





11101 WARWICK BOULEVARD
NEWPORT NEWS, VA 23601
757-591-0303 | CNPENINSULA.ORG

QUESTIONS?

EMALEE YOW

DEVELOPMENT COORDINATOR

757-975-8186

EMALEE@CNPENINSULA.ORG