

TEAM CAPTAIN INFORMATION

HUNGER WALK 2011
Family Assistance Ministries
October 23, 2011



Team Captain Kickoff Party: Sept 22nd at FAM HQ – 6:00 P.M.
Hunger Walk: Oct. 23rd at S.C. Community Center – 1:00 P.M.

Thank you for becoming a Team Captain of the 24th annual Hunger Walk to benefit the clients of Family Assistance Ministries (FAM). You are making a difference in the lives of thousands of hungry people right here in South Orange County. The Hunger Walk proceeds allow FAM (www.family-assistance.org) to continue our work of collecting donated food and redistributing it to the hungry – young and old – the poor and working poor, those who are recently unemployed and in crisis, and the homeless.

Many people are surprised to learn how much hunger is here in Orange County. At FAM, we see it every day. Last year we redistributed \$2,000,000 of food to our hungry neighbors! From our clients, volunteers, staff and Board – we send you a big thank you!

EASY STEPS TO BEING A GREAT TEAM CAPTAIN!

As a Team Captain, you will make a difference in the lives of our hungry neighbors!

- Attend the **FAM Hunger Walk 2011 Team Captain Kick Off meeting** September 22nd at 6 p.m. to meet FAM staff and board, **tour FAM HQs** and celebrate the **Kickoff** of this important event. Come and get/share ideas on how to put your team together, etc.
- Put your team together by recruiting team members from your business, your neighborhood, your church, or your social clubs (fitness center, book clubs, charity orgs, ...).
- Find at least 10 people to be part of your team. Anyone can be a walker (two or four legged ☺) and it's fun!
- Send out e-mails to as many people as you know, asking them to be on your team. Follow up a few times. People are busy! Remind them.
- Think about giving your team a name.
- Help your team members register and distribute Sponsorship forms to them. Encourage them to get at least 10 sponsors each. Collect emails, phone #s and addresses of all your teammates – we'll want to follow up with a thank you after the event.
- Once you get your team together, ask each team member to find at least one more walker. See, your team has grown!
- Spread the word! Talk about your team at work, at church and in social situations. Have your sponsor sheets available and invite people to join you in the walk for Hunger.
- Have your church play our **FAM Hunger Walk 2011 DVD** at your service to get everyone on board or invite a FAM speaker to your church to make a brief presentation to your church staff or congregation about the Hunger Walk.
- Feel free to invite your team to tour our FAM HQ and see firsthand the wonderful work we can accomplish together! Email Lorraine@family-assistance.org to make an appointment. We would love to meet your group!
- Let us know if you need flyers to help you promote the event.
- Share your passion for the work of FAM and feeding the hungry. This is the **24th annual Hunger Walk!**
- Hold a pre-walk kickoff with all team members. Ideas include a cookout, an ice-cream party, dinner at your house or even a rendezvous at a park. Have information available so your team members learn about the work of FAM (get information at www.family-assistance.org). Ramp up the excitement and have team members commit to ideas on spreading the word.
- Set up some competition between your team members. Offer a prize or two to those who get the most sponsors.
- Send e-mails to your team members... count down the days and show your upbeat spirit. **The Hunger Walk is for a serious cause, but the walk is a fun community event, and you are going to be part of it!**
- **As a Team Captain, you will serve as the liaison between your team and FAM. Call us with any questions!**





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WEEK OF THE WALK

- Watch for FAM emails about pre-Hunger Walk Festivities the leading up to the Hunger Walk.

DAY OF THE WALK

- Set a place where your team will rendezvous. Come early!! Collect all of the sponsor sheets and money. Come to the TEAM Registration Table and check in your team... and pick up your FAM Hunger Walk t-shirts (if you don't already have them)! Bring a sign or something that identifies your team and get ready and have fun.
- Don't forget to take a team photo and send it to FAM for our FACEBOOK/website pages. Post it on yours, too and link to FAM.

AFTER THE WALK

- Be sure to pick up your FREE FAM Bag at the finish line!
- Our Downtown San Clemente businesses have been a great help to this year's Hunger Walk. Stop by and have dinner, do a little shopping and spend some time downtown. You deserve it!
- Send a thank you e-mail to all of your team members. Share the results with everyone.
- Ask your team members for feedback and share it with FAM.

HOW TO CREATE A TEAM? WHAT IS A TEAM?

You can create any type of team you would like. You could ask all of your business associates to form a team or ask your staff members if they would like to be involved. Or, form a Friends and Family team.

Start a team in honor of someone you love or just start a team to have some fun.

Think about pulling a team together from your social group, the children's soccer or sports team or your church. How about pulling a few families together and make one larger team!

Individuals of all skill levels are welcome. The walk is a 2 mile route through San Clemente. We take it at a nice pace and every person can walk as fast or as leisurely as he/she would like.

ANOTHER WAY YOU CAN HELP:

- Family Assistance Ministries needs financial support for the Hunger Walk. Sponsor levels and benefits are listed on the web site (www.family-assistance.org). Consider sponsoring the walk or find a sponsor.
- If someone you ask to join in is unable to attend or walk, they can make a donation online at www.Family-Assistance.org

Don't forget...

Ask us if you need Flyers to put up in your place of business or in a retail location that does not have one already!

Thank the San Clemente downtown businesses, city staff and elected officials and our wonderful sponsors whenever you see them. We could not hold this wonderful community event without their support!

THANK YOU!

