



March of Dimes *WalkAmerica*

TEAM CAPTAIN'S HANDBOOK

Give a
Little
Heart
and Sole

WALK FOR HEALTHIER BABIES

SATURDAY, APRIL 24, 1993

Publicity

MATERIALS AVAILABLE FROM THE MARCH OF DIMES

TeamWalk Film

An exciting and informative film on our local WalkAmerica and the mission of the March of Dimes.

Walk Route Maps

A one page map of the entire Walk route and Checkpoint stations.

Park Map

A map detailing layout of registration tents, food tents, corporate Team tents, and parking areas. We recommend a copy of this be given to all of your Team Walkers.

Mission Information

The March of Dimes has numerous brochures, fact sheets, pamphlets and educational materials that highlight the mission of the organization. Whether you are interested in information that focuses on a particular birth defect or just the March of Dimes work in general, contact the local chapter office (816) 561-0175 for assistance.

Sponsor Forms

This is the biggie! It has instructions, spaces for name, address, employer, etc. Most of all, it is the envelope that Walkers use to collect contributions for the March of Dimes Campaign For Healthier Babies. Everyone who registers receives a Sponsor Form. The attached Registration Form is the card we need filled out listing each Walker's name, address and employer. We need these cards to determine the amount of supplies needed on Walk day. It also helps us to see how big your Team is getting. *It is vital to place your company name under "Team Name". Without it, your company will not receive credit.*

Posters

TeamWalk posters have been designed to assist your recruitment efforts. Look Who's Walking" Poster - Post these in highly visible areas. List individuals who will be walking. This is a great way to recruit more Walkers!

Payroll Stuffers

This stuffer includes the Walk date and other general information. A great way of recruiting additional Walkers and increasing awareness.

Personal Visits

The March of Dimes WalkAmerica staff and volunteers are ready and willing to make a presentation to you and your co-workers. Please contact our office to make an appointment. Presentations have proven to be very successful in building Walk Teams.

NOTE: Please feel free to use any of the materials included in this book and in the folder for any of your promotional ideas.

WALKAMERICA INCENTIVE

In appreciation for the fund-raising efforts of the Walkers, incentive prizes are awarded according to the dollar amount raised by each Walker.

- Remember the prize deadline is Monday, May 17, 1993.
- Any Walker or Team turning in their money at the pre-collection times will receive their prizes for the \$125 and lower levels at this time.
- Any Walker or Team mailing their money to the bank in the envelope provided on Walk Day will receive their prizes through the mail. *Please allow six to eight weeks for delivery.*
- All Walkers turning in \$600 or more will be given a special acknowledgement at the Celebration Party.
- Please refer to the sponsor form for a full breakdown of prizes.

Please Note

- T-shirts are sized large and extra-large.
- Some restrictions may apply on the Grand Prize trip.
- March of Dimes reserves the right to substitute prizes.
- Allow six to eight weeks for delivery
- Prizes are not cumulative

Repeat Walker Drawing

If you participated in WalkAmerica '92, you are eligible for our Repeat Walker Drawing when you participate in WalkAmerica '93. To enter, send in your pre-registration card. Prize winners will be posted at Checkpoint #4 and at the registration tent. This is just our way of thanking you for walking with us every year. More information will follow in the newsletters.

IMPORTANT: You are responsible for your company name on each Walker's sponsor form and for each sponsor form having the Walker's complete name and address in the space provided. Without the company name, you are not credited with the Walker's money. If vital information is incomplete, we may be unable to send out incentive prizes.