



California Certified Public
Society Accountants
Los Angeles Chapter

LA RUN/WALK 2007
POWER BY NUMBERS

330 N. Brand Blvd. Suite 710, Glendale, CA 91203 (818) 546-3509



TEAM LEADER

RESPONSIBILITIES

&

COMMUNICATION

**TEAM LEADERS ARE RESPONSIBLE FOR RECRUITING
5 RUNNERS TO BE ON A TEAM.**

TEAM LEADER RESPONSIBILITIES

THE ROLE OF A TEAM LEADER

Recruit 5 walkers to raise \$100 each – that’s \$500 for your team! We’re encouraging all team leaders to find at least 5 people to come and run or walk with you on walk day. Friends, co-workers, vendors, competitors, family and neighbors are all great people to ask to walk or sponsor you! No matter if you have 2 runners/walkers or 10 encourage your team to raise at least \$500 - \$1,000.

Distribute Flyers/Brochures to Runners/Walkers! Encourage them to pre-register as soon as possible. The pre-registration for you and your walkers will help us plan for a successful run/walk. This will help us determine how much food and how many supplies should be at the walk site.

Publicize the event! Hang posters and put out flyers/brochures at your workplace, gym, church or school. Organize an office meeting (or take 5 –10 minutes of one that is already planned) to get everyone excited about the run/walk. Let them know that participation is the key!

Prepaid Run/Walk! Collect those dollars now, and remember to bring your donations on run/walk day. If you have a large number of runner/walkers, talk with your committee contact about the possibility of a pre-run/walk dollar drop off at your work place or home. Recruit Co-Leaders to Build a Bigger Team! Ask someone who is also enthusiastic to help you recruit even more runners/walkers!

Promote Competition! Initiate team challenges within your group or against another team. Keep reminding your runners/walkers of the walk date and of their \$100 fundraising goals.

TEAM LEADER CHECKLIST

- Recruit walkers face to face.
- Promote the event with posters, memos, newsletters and even paycheck “stuffers”.
- Recruit a Co-Leader to help you build your team.
- Hand out sponsor envelopes.
- Remind each runner/walker of his or her \$100 fundraising goal.
- Ask your committee contact/chairperson to speak to your team.
- Ask your company for incentive t-shirts, prize and matching funds.
- Remind your team of the date and time of the run/walk.
- Remind your runners to bring their sponsor money with them and to convert their cash contributions into a money order or cashier’s check.
- Come early on walk day and take a team photo!
- Sincerely thank team runners/walkers on behalf of CalCPA
- Take pride in knowing you did your best in helping those that need it.

GET MORE INVOLVED!

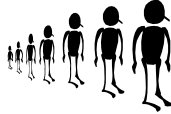
- Wear a special T-Shirt or hat (design your own or wear your company’s logo) to show your team spirit.
- Have a kick-off party or luncheon to motivate your walkers. Bring friend and family!
- Check with your employer (or your team member’s employer) for matching funds – this will double your team’s dollars.
- Remember to recruit team members from your social, community and religious groups.

THE SIX SIMPLE T'S OF BEING A TEAM LEADER



1. Team Name

Be creative! Come up with a name for your group of walkers. It can be part of your name part of your company's name (Team ABC Company, etc....) Make sure you write your team name on all of your flyers/brochures you pass out, so that the walker knows to call you with questions.



2. Five Walkers

As a Team Leader your goal is to recruit 5 walkers to be on your team (you can always have more). However, it's not the number of walkers you get, its how much money those walkers raise. Ask your friends, family and co-workers to be on your team and encourage each of them to also bring their friends, family and co-workers. Encourage your walkers to pre-register. Optional-We will have several drawings for prizes. Winners will be drawn from the names of pre-registered walkers.

3. Teach Them to Fund-Raise

You are your team's connection to the walk. Keep your walkers motivated by giving them hints on effective ways to raise money. Send them articles or a newsletter with different ideas.

4. Turn In Team Money

To lessen the number of people in line the day of the walk, have your team turn their money into you and you can register your entire team at one time. Encourage your team members to get a cashier's check or money order for cash donations.

5. Tell Them Where and When To Meet On Run/Walk Day

Call and remind your walkers of the registration place and time. Designate a meeting area for your team so that you can be sure to walk together. Remember, it's rain or shine!

RUN/WALK TALK – GETTING TO “YES”

As a Team Leader for CalCPA run/walk-a-thon, you may hear a lot of reasons why someone cannot come out and walk. Don't be discouraged... stay positive and keep trying! Here are some tips you may want to use:

If they say:	You Can Reply:
I'm Too Busy.	Great! That probably means you know many people who will want to sponsor you. It's a pre-paid walk, so you only have to ask your sponsors once.
I can't ask people at work for money.	Friends and family members are often a safe place to begin. Just ask 5 people to give you \$20. If you don't feel comfortable asking in person, how about setting up a personal web page.
I spend Sundays with my family.	The run/walk-a-thon is a family event. Make it an activity where everyone can participate. You can spend the day together, while helping others at the same time.
I have plans that day.	You can still help us out! You can do the run/walk on your own time or simply raise the money in order to make a contribution! Even if you can't make it that day, you'll be with us in Spirit!
NO! NO! NO!	Okay – I give up. How about sponsoring me? (It helps to smile BIG when you say this one!)

Having Trouble Building Your Team?

Try telling your walkers some of these fun facts to change their minds...

***Running/Walking helps you lose weight** – by running/walking in the walk-a-thon (6.2miles/10 kilometers), you can burn about 650 calories!

***Running/Walking boosts energy** – improves posture and helps you sleep better by toning your entire body and strengthening your heart, lungs and bones.

***The Run/Walk included**– a fabulous pancake breakfast, a goodie bag and raising \$ entitles you to fun morning outside and so much more!

***It's a great way to have family fun** – CalCPA also reminds us that being healthy and happy is the greatest gift of all!! This is your chance to make a difference!



TEAM INFORMATION FORM

Use this form to Register your team at www.firstgiving.com/calcpa then keep a copy to use as a worksheet. It's a great way to track your team. Then, you can turn a final copy of this form with each of your runners pre-paid donations to speed up the registration process!

TEAM LEADER: _____

TEAM NAME: _____

ADDRESS: _____

DAY PHONE: _____ **EVE PHONE:** _____

E-MAIL: _____ **FAX:** _____

PERSONAL GOAL: _____ **TEAM GOAL:** _____

1. Team Leader Name: _____

Address: _____

Phone: _____

Goal: _____

2. Name: _____

Address: _____

Phone: _____

Goal: _____

3. Name: _____

Address: _____

Phone: _____

Goal: _____

4. Name: _____

Address: _____

5. Phone: _____

Goal: _____

TEAM LEADER WELCOME LETTER

Dear Team Leader,

Thank you for becoming a Team Leader for the CalCPA Power By Numbers 5K/10K Run. The walk will be held on Sunday, November 18, 2007 at 8:30 a.m. at the corner of San Vicente and Darlington in the city of Brentwood/West Los Angeles. Your role as a Team Leader, recruiting and motivating walkers, is vital to the success of the event.

Last year's run/walk in November was a smashing success. More than 900 runners/walkers basked in the sun and raised more than \$40,000—incredible \$40,000. This year we want to attract more runners/walkers and raise even more money for local nonprofits, so we need your help! Enclosed please find a Team Leader Kit that will help you recruit walkers for your team.

You are encouraged to recruit your runners as soon as possible. The runners on your team will want to begin collecting donations as soon as possible. The team that raises the most money will receive special recognition after the event.

As a Team Leader we ask that you be responsible for three things:

1. Recruit 5 of your co-workers, vendors, competitors, friends, neighbors and family to be a part of your team!
2. Urge each of your walkers to raise \$100 in pre-paid donations!
3. Bring a cashier's check or money order for any cash that has been collected from your team members or encourage each of your team members to replace their cash donations with a check.
4. Come to the run/walk on Sunday, November 18, 2007 with your team to participate in the ***Third Annual Power by Numbers*** run/walk for CalCPA and have a GREAT TIME!

With your help, you can support the CPA's of the future. We know the 2007 run/walk will prove to be the best ever. If you have any questions, please contact Delia Rincón at **(818) 546-3509** or e-mail at **delia.rincon@calcpa.org**.

Sincerely,

Delia Rincón, Program Associate
California Society of CPAs
Los Angeles Chapter

TEAM LEADER KIT

As team leaders are recruited for your event, it is important to provide them with information to assist them with their recruitment efforts. Use the information provided in this manual to develop a Team Leader Kit for your walk-a-thon.

- Welcome Letter
- Team Leader Job Responsibilities
- Walk Talk – Getting the “YES”
- RunWalker Sign-Up Sheet
- Run/Walk - Brochure

