



**Mount Jubilee
Ministries**

A Special Place for Special People

Team Captain Handbook



3rd Annual
MJM Family Fun Walk
5K Run, Lunch and Auction

Saturday, September 8, 2018
Pennrose Park Country Club
Reidsville, NC

3rd Annual Family Fun Walk, 5K Run,

Lunch and Auction

Saturday, September 8th

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Why Run/Walk?

Everyone knows someone with special needs, whether it is a family member, friend, or co-worker. You can make a difference in their lives as you partner with MJM in this event. All the money raised will go directly to the programs and services offered throughout the year to our friends with special needs and their families. We count on this event, gifts from individuals, churches, businesses, grants and foundations to provide the financial support we need as an organization. THANK YOU for your help!

Mount Jubilee Ministries relies on the support and contributions from individuals, businesses, churches and community partners. MJM is a 501c (3) tax-exempt, charitable organization and all donations are 100% deductible.

Ready, Set, Go!

Thank you for forming a team for the Walk/5K for MJM! As the team captain, you are the link between your team and MJM. Here are some tips to help you on your way to a successful team!

Goal #1: Build a Big Team

Your first step is to spread the word by **contacting people** who might join your Team. Recruiting a new team member is easier than you think, and there is no limit to how large or small your team can be. We appreciate all teams!

Recruit teammates now!

- **Ask family members, friends, and co-workers** directly or via text/email. Think about your community, sports teams, civic groups, school friends, and neighbors.
- **Use social media.** MJM will create a Facebook event page for the event, so you can say you're "going" and use the "invite" feature to ask friends to join you.
- **Ask us** for a poster and display it at your place of employment. Local libraries and medical offices are also great locations!
- **Talk about your team** to anyone who will listen!
- Friends and family who do not want or run or walk that day can still join your team as a **virtual member** and raise money for our cause or donate.

Get your team registered!

- Whether you are a Team Captain or a member of a team, the registration fee is \$35/person or \$100/family (3 or more) and may be paid separately or with sponsorship donations. **The easiest way is to join your team is online.** When you recruit someone, be sure to tell them the name of your team!
- **Individuals:** Select the "Join a Team" option on the Register page and choose the team name from the drop-down box.
- If a person is already registered and would like to join your team, **send an email** to BonnieLarson2@gmail.com.
- Participants are **not required to participate in the same category**, e.g. Fun Walk or 5K, as their teammates.



Goal #2: Inspire Your Teammates to Fundraise

As a team captain, it is up to you to let your teammates know how important it is to collect donations. Your participation on race day helps raise awareness, but the donations are what enable us to provide support and promote opportunities for those with special needs in your community. Share these ideas with your team!

Be a successful fundraiser!

- Start early!
- Set a goal and share it with others.
- Lead by example. The easiest donations will come from you and will motivate others to donate.
- Write a list of potential supporters such as your employer, family, friends, hairstylist, doctor, dentist, real estate agent, sorority/fraternity members, car dealer, clients, colleagues, and neighbors. Check people off as you contact them.
- Use a fundraising approach that reflects your style, whether it be personal letters, texts, in-person asks, FaceBook/FaceBook private messaging, or phone calls. You'll do best with one that reflects your personality.
- Keep people updated on how close you are to your goal.
- Find out if your employer has a matching gifts program. If so, you can easily double your dollars raised.
- Get creative and hold a garage sale, bake sale, car wash or chili cook-off!
- Place a jar in a business for people to donate their spare change.
- Ask a local restaurant or store to donate a percentage of sales from one night to your team.

Donating is easy!

Donations can be made online (www.MountJubilee.org/event), mailed to MJM (Box 81, Reidsville, NC 27320) or submitted on event day. For mailed donations, please make sure donors note which team and team members your gift is supporting. That way your donations will be credited toward your team's fundraising goal. Please see FAQs on page 6 for money collection and turn-in procedure. Any questions, call Bonnie Larson - 402-0637.

Harness the power of social media

- Use Facebook or Twitter to tell people about your walk/5K training or fundraising and include a link to the MJM event page (www.MountJubilee.org/event)
- Create a video about your personal story and how much MJM means to you. Post it to YouTube. Put it on your Facebook page.
- If you have a personal blog, update it often; include your recent fundraising successes and invite others to join you.
- Text/email friends and family with your fundraising goals; include photos to engage them.

Not sure what to say?

Here are some example wordings you can use in texts, Facebook or Twitter. Always include the MJM link (www.MountJubilee.org/event) to donate and give your team name!

- Early Post: I am excited to participate this year in the MJM 3rd Annual Family Fun Walk, 5K Run, Lunch and Auction for friends with special needs on September 8th. I hope you will consider supporting me and making a donation to help individuals with special needs.
- Next Post: My fundraising goal for the MJM Walk/5K Run for those with special needs is \$_____. I'm just about ___% there. If each of my Facebook friends donates just \$___, I'll reach my goal! Will you help me?
- Stats Post: Did you know autism affects as many as 1 in 57 children in NC? There are many in our community with Down Syndrome and mental challenges. Join me on September 8th to raise money to make a difference in their lives through Mount Jubilee Ministries. Thank you!
- Week Before: We're approaching the finish line for the MJM Walk/5K Run for friends with special needs. If you haven't had a chance to donate yet, there's still time. Thank you!
- After Event Post: Thanks to everyone who supported my efforts and helped impact lives at the MJM 3rd Annual Family Fun Walk, 5K Run, Lunch and Auction. Our team raised \$____! If you would still like to donate, please visit MountJubilee.org/ Thank you!



Donation FAQs

What is the difference between making a general donation to the team and donating to an individual on a team? What is the procedure for collecting donations?

When a donation is given to an individual on a team, the individual will need to make note of the person's name and amount given, whether cash or check. (MJM will be providing envelopes for this purpose or you can make your own.) The total amount collected by each team member should be turned in to your Team Captain on September 8th or before. All money donated to individuals on your team and to your team in general will be reflected in your team total donation count.

Do I need to give a receipt to the person who donates?

If the gift is given online, a receipt will be given by MJM. If a check is written, their check is their receipt. For cash, no receipts are given.

Are donations tax-deductible?

Mount Jubilee Ministries is a tax-exempt organizations under IRS Federal Section 501(c)3. Donations made to the Walk/Run and Auction are tax-deductible.

If I am a team captain, what do I do with the money my team has collected?

Team Captains will bring the total money collected by your team on the day of event to the table marked: **Team Captains Report Here** MJM will ask you for your name, address, email and phone# and a receipt for the total amount raised by your team will be emailed to you within the week.

How do I receive the large collection envelope(s) for my team?

When you sign up as a Team Captain, MJM will get you envelopes for your use through the mail or hand deliver them.

Team Captain Checklist:

- **Name your team.** Be creative and make sure you tell all your friends your team name so they can join you on race day.
- Remember to tell why **this event is important to you.**
- **Set a goal for the number of teammates** you hope to recruit.
- **Set a goal for the amount of money** your team hopes to raise.
- **Recruit team members;** don't forget the power of social media!
- Go to the MJM Facebook page to join the Family Fun Walk, 5K Run, Lunch and Auction event you will be attending. **Invite people** to join you on your team!
- Ask teammates to recruit people they know for the team, too.
- **Set up additional fundraising opportunities for your team.** This helps meet your donation goals and brings your team together for support and fun!
- **Communicate** with your team members regularly about their progress. We want this to be **FUN for a worthy cause!**
- Urge your team members to stay for the BBQ lunch and the Auction. It is **ALWAYS** a great time! (**And the lunch is complimentary!** That is the least we can do to say **Thank You!**)
- **Thank your team members** and donors after the event.

Thank you for supporting Mount Jubilee Ministries. It is our core belief that ALL people, regardless of their ability, have a God ordained purpose and call on their lives. To that end, we are a service based ministry!

We appreciate your time and commitment to being a team captain and look forward to working with you to make this the most successful Walk/Run to date!