



**FOOD BANK OF THE ALBEMARLE'S
2017 Walk for Hunger
October 7, 2017**
In Partnership with Museum of the Albemarle
501 S Water Street, Elizabeth City, NC

Team Captain Step-by-Step Guide

Thank you for your role in fighting hunger in northeast North Carolina. As a Walk for Hunger Team Captain you are an important part in making this event a success! Due to numerous requests, this year we have moved the Walk to a Saturday, and the event is scheduled for Saturday, October 7th. Registration will begin at 9 a.m. and the Walk at 10 a.m. We hope by having this on a Saturday morning, we will have even more participation!

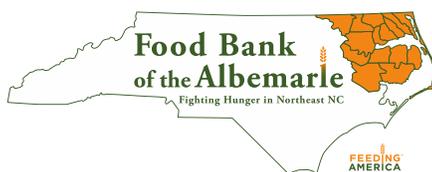
Below are some suggestions to help make your experience fun and rewarding. Also, a Team Captain's PowerPoint presentation has been added to the website which will provide you with more information.

Determine the Team Captain Action plan

- **Set a Team Fundraising Goal:** Remember, for every dollar raised, we can provide the equivalent of 4 meals for people facing food insecurity!
- **Recruit Your Team:** Whether it's 5 or 25 people, your experience will be even more rewarding with a team committed to fighting hunger together!
- **Establish Goals:** Ask each Team Member to raise a certain amount of money to help achieve the team goal.
- **Register:** Be sure to register your team on the Walk for Hunger Friend-raising site at: www.afoodbank.org. There is also a registration form that can be downloaded located on the website if you would prefer using paper.
- **Promote:** Utilize social media and a link to your team's Friend and Fundraising page on Food Bank of the Albemarle's website to encourage support. Ask your friends and relatives to help you spread the word. The more people that share a Facebook post, the more people we are able to educate about hunger in our region and gain their support in the fight against hunger.
- **Motivate:** Motivate and encourage your team members from start to finish. Recognize your team's walkers as they progress towards their goal.

Team Captain Tips for Success

- **Identify and Recruit Walkers:** Begin by developing a list of potential walkers, adding twice as many people as you will need. Look for people who are as passionate about solving hunger as you are.
- **Begin Now:** Set a goal to recruit team members early.



Food Bank of the Albemarle
109 Tidewater Way, Elizabeth City, NC
Phone: (252) 335-4035
www.afoodbank.org



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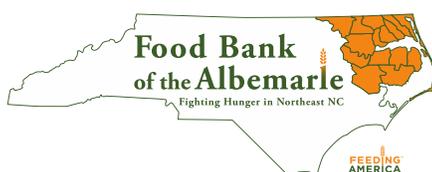
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- **Give it the Personal Touch:** Make an effort to personally reach out to each potential walker to ask them to join your team. Personal contacts always work best!
- **Support:** Assist your team members with registering on your team Friend-raising site and give them the guidance necessary to make their efforts a success.
- **Stay Motivated:** Remain motivated and enthusiastic throughout the entire process from recruitment through the Walk. Your energy and enthusiasm will have a significant impact on others throughout the Team Fundraising process
- **Communicate:** Make your team's campaign passionate and personal. Send motivational and informational e-mails and messages. Provide them with the data about hunger in our region and the positive difference they can make by becoming engaged in the fight against hunger. Provide team updates and progress reports. And, be sure to thank your team members throughout the process.
- **Appreciate:** Be sure to congratulate and thank your walkers after the Walk for Hunger for their participation in these hunger-relief efforts.

Walker Fundraising Tips

- **Be Creative:** Strategize to come up with a creative plan to fundraise for your team. Several successful ideas include:
 - Share your personal passion for ending hunger to prospective donors through personal contacts, letters and e-mails. *(A sample letter is enclosed.)*
 - If pursuing a letter writing campaign, enclose a self-addressed envelope to make it convenient for the donor.
 - Use social media to share your Walk for Hunger involvement with friends and family; tell them how they can become engaged.
 - Consider having an inner office pot luck or a pot luck at church and ask those participating to make a donation in the amount they would normally spend eating out
 - Have a silent auction of donated items at the office or a social event.
- Make follow-up calls to friend and families who have not responded. It could simply be an oversight.
- Make your campaign interesting and have fun!

**For more information contact Carolyn Anderson at 335-4035, ext. 111,
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