NEDA WALK

TEAM CAPTAIN TOOLKIT

A GUIDE TO RECRUITING & FUNDRAISING

National Walk Sponsor aerie

NATIONAL EATING DISORDERS ASSOCIATION
NEDAWALK
Save a Life
This is your chance to change lives; this is your chance to be a team captain. Team captains serve as the link between NEDA and potential walkers and generate incredible results by motivating friends, family, coworkers and others to be involved in the nearest NEDA Walk.

Team captains have the courage and leadership skills to guide their team to set a goal that reflects their determination and commitment to our mission. We invite you to become a team captain, rally your network and make a life-changing impact in the lives of people with eating disorders.

We are thrilled to present the NEDA Walk Team Captain Toolkit, a user-friendly guide to organizing a team and fundraising for a NEDA Walk. This guide has everything you need to know, from registering a team, recruiting members to fundraising!

NEDA has witnessed exciting growth over the past three years, and we look forward to continued enthusiasm, involvement, and growth in our national walk program. We hope this toolkit provides you with all the information you need to make your team’s experience enjoyable, fun and satisfying.

Together, we are a force of nature!

2015 Overview

65 Cities

$1 Million

15,000 Participants
<table>
<thead>
<tr>
<th>Team</th>
<th>City</th>
<th>State</th>
<th>Total Raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Mindy</td>
<td>Champaign-Urbana, IL</td>
<td></td>
<td>$18,300</td>
</tr>
<tr>
<td>Walk For Rachel</td>
<td>Boston, MA</td>
<td></td>
<td>$11,922</td>
</tr>
<tr>
<td>Team Monte Nido</td>
<td>Los Angeles, CA</td>
<td></td>
<td>$11,038</td>
</tr>
<tr>
<td>Superstrong Support Squad</td>
<td>New York, NY</td>
<td></td>
<td>$10,110</td>
</tr>
<tr>
<td>Wile Walkers</td>
<td>Houston, TX</td>
<td></td>
<td>$7,888</td>
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<tr>
<td>Team Liana</td>
<td>Washington, DC</td>
<td></td>
<td>$7,806</td>
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<tr>
<td>Walk for Breens!</td>
<td>Boston, MA</td>
<td></td>
<td>$7,552</td>
</tr>
<tr>
<td>Sarah's Squad</td>
<td>Washington, DC</td>
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<tr>
<td>Haley's Heroes</td>
<td>Washington, NJ</td>
<td></td>
<td>$5,992</td>
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<td>Team Hope</td>
<td>Baltimore, MD</td>
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<td>$5,871</td>
</tr>
</tbody>
</table>
Here you will learn how to register your team, how others can join your team and ways to be a great Team Captain!

“Individually, we are one drop. Together, we are an ocean.”
~ Ryunosuke Satoro
To register online as team captain, we will take the following quick steps:

**Go to **nedawalks.org

**Find your local walk’s website**

**Click on orange REGISTER button on the green banner**

Then click on:
REGISTER AS A TEAM CAPTAIN

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**Step 2**

Choose a **Team Name** (get creative!) You may also **optionally enter a password to give to teammates** if you want to secure who is allowed to join your team. **NOTE:** By creating a team password, you will restrict others from registering to your team unless they know the password as well.

Set a **fundraising** goal: Depending on how many teammates you think you will have, set a fundraising goal and challenge yourselves!

Complete **registration in 6 steps:** You will be directed to select participation options, provide contact information, agree to terms, and finalize your registration!

If someone wants to join your team, simply direct them to your local walk’s website, click on REGISTER and then **JOIN AN EXISITING TEAM.** From there, the person will search for your team name and finalize their registration. **Remember, if you created a password make sure to give it to those who want to join your team so they can register.** If you or someone you know has any difficulties registering, please call NEDA at 212-575-6200 for help!
8 Ways to Be a Great Team Captain

1. Recruit Your Network!
Whether you have five teammates or fifty, you can meet your fundraising goal! Come up with a plan with your team to hit your target. Aiming to have five teammates who will pledge to raise $200 each easily reaches $1,000 for your team!

2. Work Together
Team captains have the ambition and leadership skills to organize a successful team! Work with your team to set a goal and show your commitment to spreading the word about NEDA’s mission.

3. Get Others in the Know!
Use social media – it’s a great way to communicate your Team activities for all of your friends to see. Use social media to bring in donors, additional teammates and spread the word. You can use statistics from NEDA’s website to educate your network about eating disorders.

4. Get Creative!
Get your team pumped by creating custom t-shirts, headbands, hats or your favorite accessory! You can put the logo of your business if you are a company team or color-coordinate to show your team spirit!

5. Community Help
Want to get more people involved? Try throwing a fundraising party at work or in your neighborhood. Make it easy and have a computer or laptop set up so that others can register instantly! You can also attend other local events to make connections and invite them to the NEDA Walk.

6. Corporate Involvement
Reach out to businesses in your area and get them involved! You can always ask your employer, your friend’s company or even your local coffee house to make a donation. Also be sure to ask your employer about matching gifts to maximize your efforts!

7. Team Leader
A great way to keep the excitement and momentum of being on a team is to gather your members and spend time discussing your fundraising efforts, ideas, and upcoming deadlines for reaching your fundraising threshold. You can use the Participant Center to email your teammates with suggestions and motivational words.

8. Special Thank-You
Let your teammates know how awesome they are! Send personalized thank you cards sincerely voicing your appreciation for all of their hard work before and after the walk!
In this section, we will cover awesome ideas for fundraising, including tips on how to ask for donations and explain to donors how their contributions help and support NEDA’s vital and life-saving programs.

“The nice thing about teamwork is that you always have others on your side.”
~Margaret Carty
Ideas for Maximizing Your Fundraising

1. **Ask Face-to-Face**
   Highest on the fundraising “ladder of effectiveness” is a request for support in person. Your chances for success are greatly enhanced by making a request face-to-face. It is harder to say “no” to someone in person! Unable to meet face-to-face? You can use email and letters to contact larger businesses and groups!

2. **Inner Circle**
   Who can you ask to support your team? Your friends, significant other, parents, siblings, neighbors, aunts, uncles, cousins, coworkers, family doctor/dentist, clubs you belong to, etc. People love a great cause and the gifts are tax-deductible!

3. **Honor a Loved One**
   Ask around if someone wants to make a tribute gift honoring a loved one who struggled with body image or an eating disorder. The honoree will receive a congratulatory note in the mail! If they have lost a loved one due to an eating disorder, they can make a memorial gift in honor of the person who passed away.

4. **Email Signature**
   Direct everyone you communicate with through email to support your team. Add a hyperlink on your email signature to your Team’s website on the NEDA Walk page and ask for people to donate to your team.

5. **Birthday Pledge**
   Does a teammate or someone you know have an upcoming birthday? Ask for donations to your team instead of a gift!

6. **Matching-Gift Program**
   Ask your Human Resources department if your company has a matching gifts program. You can easily double any amount you’ve raised with no added effort! Be sure to ask your teammates to do the same. And remember, this is something your donors can inquire about as well!
Fundraising Ideas

WEB OF FRIENDS
Continue to ask your teammates to invite their family, friends and coworkers. Asking someone personally to join your team may be more successful than posting a general group social media post. If someone likes or retweets your post but didn’t join your team, personally send a private message asking them if they would like to join!

SHARE YOUR SUCCESS
We all love success stories! Whenever you and your team hit a goal, share it on Facebook, Twitter and your other online communities to raise even more money for your team. Someone may be watching and get inspired themselves!

WHY IT MATTERS
Participating and fundraising for a NEDA Walk is a great way to show your passion for helping others. If you have a personal story, be sure to check out our Guidelines for Sharing Your Story Responsibly. When talking to someone about a donation, make sure to tell them why you care and why you’re involved. Your passion and drive may inspire others to contribute and get the word out themselves!

IT’S OKAY TO HEAR “NO”
Some of your teammates may be hesitant to ask for donations in fear of rejection. Remind them that it’s okay to hear a few declines. Maybe the first four people who declined to give you $20 results in the fifth person offering to make a $100 donation! And remember, any donation, big or small, makes an impact! Make sure to make it as easy as possible by giving them a link to your team website.

HOW TO SEND IN OFFLINE DONATIONS
Donations not made online using a credit card are called ‘Offline Donations,’ which include cash and checks that you collect. For all offline donations, please send the donation in with a completed offline donation form (click here to download). Please remember to send in an offline donation form for EACH donor whose donation you send in. So if you send in five donations all at once, make sure there are five total offline donation forms (one for each donation). Providing a form for each donor allows NEDA to personally thank them as well! Please also make sure to designate your team- just write your team name on the form so we know this donation is attributed to your team.
Team building is all about communication! Check out our Outreach and Social Media guides as well as sample emails to get started on reaching out to your community to meet your team’s fundraising goals!

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results."

~ Andrew Carnegie
Need inspiration on where to post flyers and spread the word about the NEDA Walk? Use this list!

**EDUCATION**
- Colleges
- Universities
- High Schools
- Middle Schools
- Adult Learning Centers

**ACTIVITY**
- Sports Associations
- Gyms
- Physical Therapy
- Athletic Clubs
- Yoga Practitioners

**HEALTH**
- Hospitals
- Health Clinics
- Dental Offices
- Spas
- Nutritionists
- Therapists

**YOUTH**
- School PTAs
- Recreation Centers
- Teen Groups
- YWCA/YMCA
- Boys & Girls Clubs

**COMMUNITY**
- Libraries
- Community Centers
- Chambers of Commerce
- Police Stations
- Religious Centers

**NONPROFIT**
- Men's & Women's Referral Centers
- Social Services
- County Helplines
- Family Services
Social Media Guide

UNLOCK THE POWER OF SOCIAL MEDIA!

LINKEDIN
LinkedIn is a great way to review what experiences and connects a professional has as you conduct outreach research. Share NEDA information from Facebook and Twitter, just copy and paste a link to your LinkedIn status, and post!

FACEBOOK
Facebook is one of the most popular social networking sites. Post updates on your fundraising, invite your family and friends to the NEDA Walk through our Facebook event and share pictures of you and your team!

TWITTER
Follow NEDA on twitter to keep up to date with our latest news! Retweet information about the walk to your followers when you see updates form @NEDASTaff or create a hashtag for your team with a link to donate!

Spread NEDA's mission by blogging, pinning and sharing videos!

TUMBLER
Blogging can be a fun, productive, creative way for anyone to share their thoughts on subjects they love. Share your experience as a team captain to inspire others!

PINTEREST
Pin inspirational messages and pictures, post a picture of the NEDA Walk flyer, share pictures of your team and more!

INSTAGRAM
Combining photos and hashtags, Instagram makes it easy to upload, and share them to your network. After the walk, post your team photos with the #WhyI.NEDAWALK hashtag!
Dear Friend,

As many as 30 million Americans struggle with eating disorders at some point in their lives. In spite of the unprecedented growth in the past two decades, eating disorders research continues to be under-funded, insurance coverage for treatment is inadequate, and societal pressures to be thin remain rampant.

I’m writing to ask you to support the National Eating Disorders Association (NEDA) in a NEDA Walk in our community. I hope that you will join me and other walkers to raise awareness about eating disorders and funding for NEDA, the leading organization in the United States working to fight eating disorders and promote early intervention and treatment.

Your participation and support goes a long way!
- $1,000: Provides one full day of Helpline services and NEDA Navigator support
- $500: Sponsors a NEDA Conference Scholarship to one family member or student
- $250: Provides support materials for dissemination for NEDA Navigators
- $100: Supports one educational webinar
- $50: Sends Educator Toolkits and information packets to 2 schools
- $25: Supports NEDA internship and volunteer program

Please consider joining my team or contributing to my team. Be sure to tell your family, friends, classmates, coworkers, and members of your local community to come walk and fundraise with us! You can register for any NEDA Walk now at www.nedawalks.org. The City, State NEDA Walk will take place on Day, Date, Location.

Thank you for your time and support. I hope you will join me!

Sincerely,
Awesome Team Captain
ABOUT NEDA

WHO WE ARE
NEDA is the largest not-for-profit organization in the United States advocating to prevent eating disorders and to provide support to individuals and families suffering from eating disorders as well as those concerned with body image and weight issues.

WHAT WE DO
We serve the needs of communities throughout the United States by providing programs, products, and services of superior quality that work to prevent, treat, and find a cure for eating disorders. NEDA campaigns for early intervention, improved access to quality treatment, and increased research funding to better understand and treat eating disorders. All of this vital work is done through working with partners and volunteers like you to develop programs and tools to help everyone who seeks assistance.

OUR MISSION
The mission of NEDA is to support individuals and families affected by eating disorders and serve as a catalyst for early intervention, cures and access to quality care. NEDA envisions a world without eating disorders. In the United States 20 million women and 10 million men suffer from a clinically significant eating disorder at some time in their life.

WHY IT MATTERS
The scope and severity of eating disorders is often misunderstood. Eating disorders are a serious illness, not a lifestyle choice, and in fact anorexia has the highest mortality rate of any mental illness. Children as young as seven years old are at risk. NEDA confronts these serious illnesses with increased awareness, early interventions and improved access to treatment. We provide programs and services to give families the support they need to find the answers they are looking for with these life-threatening illnesses.

HOW TO GET HELP
Professional treatment, education and support are vital for the greatest chance of recovering from an eating disorder. Learn about NEDA’s programs and services to give families and loved ones the support they need to find the answers they are looking for with these life-threatening illnesses by contacting NEDA at nationaleatingdisorders.org or by calling our toll free, confidential Helpline at 1-800-931-2237.
ABOUT NEDA WALKS

OUR HISTORY
In the spring of 2009 the National Eating Disorders Association launched the first NEDA Walks in 17 cities across the country, with over 1300 walk participants and approximately $183,000 in revenue. In 2012, NEDA Walks grew to 41 walks around the nation with over 6,400 participants and $824,000 raised for NEDA. In 2014, NEDA had a 65 walks and raised over $1,000,000! The continued growth and success of the NEDA Walk progress is all a testament to the amazing volunteers, supporters, NEDA staff, and NEDA Network members who work so hard in the fight against eating disorders.

The express purpose of NEDA Walks is to support the mission of NEDA through fundraising and to raise awareness of the dangers surrounding eating disorders and the need for early intervention and treatment. In order to provide more structure and organization to the NEDA Walk program, all NEDA Walks are overseen by the National Walks Manager, have the same general appearance and branding, and are conducted in the same standardized way to focus on and fundraising and community-building.

WHAT HAPPENS TO THE MONEY?
Eighty-four cents of every dollar donated to NEDA is spent towards addressing the challenges of eating disorders. NEDA relies on your support to educate communities about the need for local programs and treatment services and on a larger scale, fund national research projects to identify the cause and treatment of eating disorders. We are thankful to our walkers, their supporters and their friends, our sponsors and the general public who help to create a world where eating disorders are history.

2014 ANNUAL REPORT

*Program Services includes the following programs: Information and Referral Helpline; Parent, Family & Friends Network (PFFN); NEDA Navigators; Loss Support Network; NEDAwareness Week; NEDA Conference; Media Watchdogs; Solutions Through Advocacy and Reform (STAR) Program; NEDA Network; educational components of NEDA Walks; NEDA’s website; and Proud2Bme.org
WE WALK TO SAVE LIVES. WHY DO YOU NEDA WALK?