



**The Jim Cameron Memorial Walk is being held to benefit the neighbors of Lake Christian Ministries.**

## **Team Leader's Guide F-4a Online**

### **1-GENERAL INFORMATION**

#### About Jim Cameron

- Jim Cameron was the driving force behind LCM, acting as its spokesman, running day-to-day operations, assisting with the mobile food pantries and any other job that needed to be done.
- During his nine-plus years as executive director, Jim Cameron oversaw the implementation of new programs at LCM, including three mobile food pantries, dental clinics and a partnership with area gardeners to grow fresh produce for LCM's clients.

#### About Lake Christian Ministries (LCM)

- LCM is located on Old Moneta Road in Moneta, VA
- LCM is an outreach ministry of local churches, organizations, businesses and individuals
- LCM has been providing food, clothing, household items and crisis financial aid since 1992
- These services are provided to needy families in the Smith Mountain Lake areas of Bedford, Franklin and Pittsylvania counties
- LCM is a 501(c)(3) tax-exempt organization, so contributions to LCM are tax deductible
- A financial statement for Lake Christian Ministries, Inc. is available upon written request from the Commonwealth of Virginia, Office of Consumer Affairs.

#### Services and Programs Provided by LCM

- Basic services include the provision of food, clothing, household items and financial aid to client families
  - Once a month – enough food to provide two nutritious meals per day for five days for each household member

- Three Mobile Food Pantries provide food to those that cannot come to the center
- Seasonal clothing for families – all ages and sizes
- Donated household items – distributed as needed
- Emergency financial assistance in the form of direct payment to the providers – housing, fuel, electricity, medical expenses, etc.
- Referrals to clients for other types of aid and other resources available in the area
- Other programs during the year
  - Backpacks filled with new school supplies for grades K-12
  - Special holiday food baskets - Thanksgiving, Christmas and Easter
  - “A Child’s Christmas” – clothing and other gifts to children under age 16
  - Denture Program
  - GED classes
- Newest initiative – expansion of our existing facility to meet the needs of an increasing client base

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## 2-STARTING YOUR TEAM

- **As Team Leader** you can do a great deal to make this event one of the most enjoyable activities of the year. It’s a chance to get team members from throughout the company, organization, or neighborhood together in a healthy social setting, away from work. It’s a great way to meet people and to get to know better the ones you already know.
- **Obtain appropriate company approval before starting your team.** Talk with appropriate management and/or human resources about obtaining company or organizational support for a walk team. Explain that all proceeds from the Walk will benefit Lake Christian Ministries and their clients in this area. If you can obtain their support, it will make things easier and you might even be provided with company tee-shirts etc. (A company donation would be nice, but what we really need is their approval to form a company or organizational team. Remember, your team members will solicit their own donations from people they know.)
- **Name your team** and be proud of it. You can call it the XYZ Team (assuming XYZ is the name of your company) or you can be more creative. If it is a neighborhood team, you could call it the Folks from Jensen Circle. Use your imagination.
- **Starting your team** from scratch is a simple and painless process. You can do it in a highly organized method by forming a committee, formulating some recruitment ideas, and even holding a KICKOFF meeting. Or you can simply put up posters with your contact telephone number and wait for calls. When someone calls, give them the basic information and sign them up on a Walk roster sheet. As the word spreads, your team will grow.
- **A committee approach** is a great way to get more people involved. If your company or organization is large, you can have a committee member from each department or area.
- **Committee members** can be department heads or any level in your company or organization. Try to find members who can motivate people to join in a fun and healthful event.
- **The simple approach** if you are a Walk Leader of a small company or organization would be to just have anyone interested to call you to sign up.

- Inviting friends or relatives can help you build your team. Just make sure you have approval, if needed, to include others and then invite spouses, children, aunts and uncles, etc. to join your team.

### 3-TEAM BUILDING

Check the website at <http://www.lakechristianministries.org/jim-cameron-walk.html>

There you can find out more about Lake Christian Ministries, the Jim Cameron Memorial Walk, and signing up your team and walkers on Crowdrise.

- **Crowdrise Procedures:** (see **4-Crowdrise Procedures - next section**) How to sign up your team and how your walkers sign up and ask for donations.
- **Team Spirit and togetherness** can be nurtured and developed within your team. Let it grow as your team grows, develops, and works together.
- **Build your team** by asking your team members to invite a few friends or co-workers to walk with them.
- **Do your part** by asking your best friends at work or in the organization. Ask them to tell others about it.
- **Company involvement/Yes or No:** When obtaining approval to form a company or organizational team, the approved request may have stated parameters, such as they will or will not supply tee-shirts, or when you can talk about the team during work hours, etc. **Keep within these parameters or you may lose the right to organize a team.**
- **Keep a log of your team members with name, email address, and telephone number.** You may have meetings or want to contact them periodically to see how they are doing on donations and keep them involved.
- **Posters** will be available. When displaying them on bulletin boards, etc., list your name and telephone number so people interested can contact you.

### 4-CROWDRISE PROCEDURES: Jim Cameron Memorial Walk

Instructions for use of Crowdrise On-line Registration and Donating

<https://www.crowdrise.com/JCMW2017>

### CROWDRISE TERMINOLOGY:

#### EVENT:

- An “event” is designed for Event Organizers to reach out to a bunch of participants and provide them a way to fundraise for a cause. **So, the Jim Cameron Walk is considered an event.**
- The event “organizer” is the one who creates the “main page” on the website, where individuals & teams can come and join the event.
- Individuals AND Teams can join the event.

- Participants can join as an individual.
- Participants can create a Team.
- Participants can join a Team that has already been created.
- EACH participant, whether an individual, or as part of a Team, will HAVE THEIR OWN personal fundraising page as PART of THE EVENT.

So, the JCMW presently has its own Event Page established. Teams will create their own webpage within the JCMW. Team-members will create their own page within their team. This will become their appeal page to send to others requesting donations, and it will also track their success of receiving donations.

#### FUNDRAISER:

- A “fundraiser” is an Individual or Team who is a part of the “event”. Therefore, a “fundraiser” is a participant in the JCMW Event.
- A “fundraiser” can create a Team.
- A “fundraiser” can join a team.
- A “fundraiser” can simply be an individual, not part of any team.

### **EVENT FUNDRAISING:**

#### **How Do I Create a TEAM for the JCMW?**

1. Go to <https://www.crowdrise.com/JCMW2017> and you will find our “Event Page”.
2. Choose the “REGISTER” button on the JCMW Event Page. (It’s located on the right side of the page, within the gray box).
3. Pick 5K Walk or 10K Walk. Then click “Next Step”.
4. You will be sent to a page that asks you: “Set up your fundraiser”? Choose: “Create a Team”.
5. As a Team-Leader, it is here you will create your Team. You will assign it a Team Name and be able to upload a photo representing your Team.
  - a. Enter your team name in the box and click “Next Step”.
  - b. “Log In” or “Sign Up” (if new).
  - c. Enter the URL you want to use for your team page.
  - d. Complete your “Participant Info” and click “Net Step”.
  - e. Click “Complete Registration”
6. Congratulations! You have just established your JCMW Team! You have also registered yourself on your team!
7. To edit:
  - a. You need to LOG IN at top right corner.
  - b. Click on picture or small square box next to LOG IN.
  - c. Click on “ACCOUNT”.

- d. Pick "Edit Profile" and click on it.
  - e. Make changes.
8. Note your team URL link to your page.  
Example: <https://www.crowdrise.com/Bridgewater-Pointe-Condos2>
  9. Remember to "LOG OUT": Go to your name in upper right corner, then click and pick "LOG OUT" in dropdown menu.

## How Do I Get People to Join My Team?

1. Once your Team Page has been established, send emails from your personal email service to those you want to recruit to walk as part of your Team, including the URL of your Team page.  
Example: <https://www.crowdrise.com/Bridgewater-Pointe-Condos2>

Here is a Sample Email Message you can send out to people who you would like to join your Team:

*This is great...I am asking you to help raise money for LAKE CHRISTIAN MINISTRIES by walking on our team (TEAM NAME) in the Fourth Annual Jim Cameron Memorial Walk on Saturday, September 16, 2017. Will you join our Team?*

*Simply go to our Team page [enter your Team URL] and follow the instructions in points 2 thru 9 below. When you are done, you'll instantly have your own fundraising page as a part of our Team. Simply answer the prompts, and questions, and you will become part of our 2017 Team!*

2. After going to the Team's URL, simply choose the "REGISTER" black button on the right side of the page, which will take you to the "EVENT REGISTRATION" page.
3. Pick 5K Walk or 10K Walk. Then click "Next Step".
4. You will be sent to a page that asks you: "Set up your fundraiser"? Choose: "Join A Team".
5. Enter your team name in the box and click "Next Step". (Note if all capitals in name may have to use capitals only for first letter, such as "THE BOYS" would be "The Boys".
6. Complete your "Participant Info" and click "Net Step".
7. Click "Complete Registration".
8. Now YOU are a member of that Team.
9. You can select "EDIT FUNDRAISER" to set a goal for yourself, if you like.
10. You can "EDIT PROFILE" by going to name in upper right corner, clicking what you want to do.
11. Remember to LOGOUT: Go to your name in upper right corner, then click and pick "LOGOUT".

*Please email me if you need help with anything or have questions*

*Thanks so much.*

*Nancy Bagadonuts*

## How Do I Start Fundraising for the JCMW using Crowdrise?

1. Once you have joined a Team, you can begin fundraising for the JCMW! Using email, simply send your personal URL to people you would like to solicit donations from.  
Example:

<https://www.crowdrise.com/Bridgewater-Pointe-Condos2/fundraiser/corinnematthies1>

2. Here is a SAMPLE email that you may use in this effort:

*Hi Betty, I am requesting your helping me raise money for Lake Christian Ministries through the Annual Jim Cameron memorial Walk being held on September 16, 2017 at SML State Park. Every dollar that I receive will be used to provide food, clothing, crisis financial assistance, and various other assistance and self-improvement programs offered at LCM. LCM provides these services to 3000 individuals with limited financial means within the Smith Mountain Lake area. LCM has no paid staff and is operated by over 160 volunteers that help the clients.*

*If you would like to support my effort and donate to LCM, simply go to the URL link below which will bring you to my personal fundraising page and click the big DONATE button.*

*LCM is a 501(c) 3 corporation and all donations are tax deductible.*

<https://www.crowdrise.com/Bridgewater-Pointe-Condos2/fundraiser/corinnematthies1>

*Please email me if you need help with anything. Thank you for your support!*

*Harvey Wallhanger*

**If You Would Like To Learn More About Lake Christian Ministries Go To:**

<http://www.lakechristianministries.org>

**If You Would Like To Learn More About The Jim Cameron Memorial Walk Go To:**

<http://www.lakechristianministries.org/jim-cameron-walk.html>

**If You Would Like To Learn More About Jim Cameron Go To:**

<http://www.lakechristianministries.org/remembering-jim-cameron.html>

## **5-COMPANY/ORGANIZATION INVOLVEMENT**

- **Not necessary!** It is preferable to obtain company/organization approval and support, but you can have a successful Walk team with only employees or individuals organizing it and with the company or organization not participating at all.
- **Limited involvement?** If your company/organization does not want to get deeply involved, perhaps they would just be willing to supply tee-shirts to say thanks to employees who are willing to walk to

help Lake Christian Ministries. If they do not want to supply tee-shirts, you can still do your own tee-shirts, if your group wants to make their own.

- **The bigger the better!** The bigger your team becomes, the more fun you all will have. Team members will be talking about the event and challenges all year. Those that do not participate will not understand what they missed. It's one of those "you have to have been there" moments!
- **Official company challenges** can be very beneficial if the entire company/organization structure is involved. It is great fun to have the company/organization officially challenge a rival, or to have departments challenge each other. Friendly competition adds to the fun and excitement.
- **Company identification:** It is to the company's/organization's benefit to have walking advertisements with team tee-shirts. Who knows, there might be radio, TV, or newspaper coverage.
  - **Tee-shirts:** This is great publicity for only a few dollars a shirt. Plus they will wear them elsewhere during the year elsewhere
  - **A special day to wear team tee-shirts:** A company designated day to wear company/organization tee-shirts. That's a great day to solicit walk donations (with company's/organization's approval of course)!
  - **Posters and/or banners:** Some make their own individual posters for bulletin boards, branches, or departments. They liven things up and let everyone know what's happening and when. Some make their own banners to carry or display at the event.
- **Newsletters:** A company newsletter can be special way to keep everyone advised as to what is happening and record any challenges. In addition or in place of newsletters, you might do mini-newsletter updates, maybe weekly or bi-weekly, on a copy machine (but get approval first, of course)!

## 6-OUTSIDE PROMOTION

- **Challenge a competitor** by newsletter or other publication. Maybe a photo of the two top executives holding pledge forms. You can have foreman versus foreman. Boss against boss. Whatever you can work out for a friendly challenge.
- **Sign up a family** as we all have extended family and friends.
- **Have your own kickoff event.** Maybe have everyone meet in front of your company/organization for a few minutes before/after work to have team picture taken in tee-shirts. Maybe a local paper would even come or you could submit a photo and caption to the local newspaper.

## 7-GO WITHN THE FLOW!

- **Do more or do less!** Do not get locked into what we suggest. Do what your team wants to do.
- **Map out your plan on a calendar.** Try to stick to your plan. Send out reminders and keep your team advised of dates and any changes.
- **Make the event fun and memorable.** Remember your team is all volunteers. We want them to enjoy the event, to talk up the event, and to participate again next year.

- **If you need help, talk with us.** You may need some assistance getting a team going or with problems that develop. Maybe we can help you through these times.
- Keep it EASY. Do what you are comfortable doing. All of these suggestions are just that: SUGGESTIONS. Just do what you want. Do not get in over your head. If you do nothing more than put up a poster or two and pass out pledge forms, you probably will still have a great time at our Jim Cameron Memorial Walk.

## **8-WEEK BEFORE THE EVENT-TURN IN PLEDGES COLLECTED**

- **Keep informed:** Hopefully you have stayed abreast of any changes or issues with the Walk Planning Committee (and maybe are even part of that committee). Be sure to keep your team informed.
- **Collecting donations and pledges:** No matter how hard you try, not everyone will have all of their donations or pledges collected yet. They may turn them in the day of the event. However, persons who have already had all donations made online at Crowdrise will be considered **PREREGISTERED**. Basically, they will just have to check in the day of the event. Those that need to turn in donations, pledges and register will find the lines longer and more time consuming. Explain this to your team members and hopefully that will motivate them to collect donations early and online.
- **If you have collected donations and pledges that you cannot do online** bring them to the walk or mail them to Lake Christian Ministries, Jim Cameron Memorial Walk, PO BOX 695, Moneta, VA 24121-0695.
- **Remind all walkers of the date and time of the event.**

## **9-DAY OF THE EVENT**

- **Registration will be at 9:15 AM**
- **Walk begins at 10:00 AM**
- **Pick a meeting place ahead of time.** This goes for before the event, as well as a gathering area after the event, as you'll want to stay for the rest of the festivities.
- **Who's in charge:** Someone should be in charge to get the Team together. Maybe take a team picture. Some team leaders resort to using bullhorns, some to poster-board and marking pens, and some to just yelling. Whatever works for your team but keep it fun.
- **Rest stops:** Any food is the individual's own responsibility. Rest stops may have water or possibly snacks. Toilets along the route will be limited in number. Lines may be long, so plan ahead!
- **Staying together** makes it more fun to do as a group.
- **After the Walk,** plan to pick up your JCMW tee-shirt (you've earned it) and stay for some fine food and fun!