



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

Team Leader's Guide F-4b Manual

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 F-4b

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

- **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 and telephone number** as you will need to get them a **pledge form**. Plus you may have meetings or want to call them periodically to see how they are doing on pledges and keep them involved.

4-SUPPORTING MATERIALS

- **Posters** will be available. When displaying them on bulletin boards, etc., list your name and telephone number so people interested can contact you.
- **Flyers** will be available for handouts at meetings. You can also pass them out as you see fit.
- **Registration Forms** at <http://www.lakechristianministries.org> should be downloaded, completed, and mailed to LCM by each team member. **A copy should be made first to use on Walk Day for admission to the park and for check in at the event.**
- **Pledge forms** are for participants to obtain donations and keep a record of who has pledged and how much they have received. **Each team member needs to fill one out and should have a minimum of \$25.** We are hoping to average \$100 per walker this year. It would be advisable to make copies as you obtain pledges in case your originals should become lost.

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 WITHIN 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.
- **Collect pledge forms and collected pledges:** No matter how hard you try, not everyone will have their pledges collected yet. They may turn them in the day of the event. However, persons who have already turned their pledges in will be considered **PREREGISTERED**. Basically, they will just have to check in the day of the event. Those that need to turn in 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 and turn in the pledges early. You may wish to make copies of the pledge forms.
- **Turn in completed pledge forms and collected pledges** to the Planning Committee or mail to Lake Christian Ministries, Jim Cameron Memorial Walk, PO BOX 695, Moneta, VA 24121-0695.
- **Turn in your list of team members** whether they have collected all pledges or not. You might mark the ones that have turned in their pledge forms and collected pledges by checking or highlighting. Any uncollected pledges can be collected after the event and mailed in.
- 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!

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