

TEAM CAPTAIN PACKET

EVENT OVERVIEW

In order to gain employment and become self-sufficient, it is critical that women are also healthy and well! Dress for Success empowers women to make healthy choices in work and in life. This 5k walk will promote the new Health & Wellness initiative of the Professional Women's Group and also raise funds and visibility for Dress for Success. PWG members, volunteers, corporate partners, donors and friends will have the opportunity to join together to celebrate and support our mission.

EVENT DETAILS

- WHAT: The Power Walk for Dress for Success
- WHEN: Saturday, May 8, 2010
- 8:30 a.m. Participant check-in and on-site registration opens
 - 9:30 a.m. On-site registration closes
 - 10:00 a.m. Walk starts
 - 11:00 a.m. Finish line program with refreshments, health & wellness tents and networking
 - 1:00 p.m. Event concludes
- WHERE: Castle Clinton Plaza, Battery Park, New York City
- WHO: Professional Women's Group members, corporate partners, volunteers, donors and new friends of Dress for Success

ABOUT DRESS FOR SUCCESS

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since 1997, Dress for Success has expanded to more than 100 cities in the U.S., Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 500,000 women work towards self-sufficiency.

Dress for Success recognizes that in order to gain employment and become self-sufficient, it is critical that women are also healthy and well. In 2010, Dress for Success is launching a Health & Wellness initiative with the Professional Women's Group to empower women to make healthy choices in work and in life. This new national initiative is generously funded by Aetna.

OVERVIEW

What is a Team Captain?

A Team Captain is the point person for each Power Walker team. This individual is responsible for making sure all team members are registered, encouraging team members to reach their fundraising goals, and assisting in any issues/concerns that might come up along the way. Team Captains are there to provide motivation to their fellow team members and promote camaraderie as we all fundraise for a great cause!

What are my duties as a Team Captain?

- Recruit walkers for your team
- Decide on a co-captain to assist you if it would be easier to divide up responsibilities
- Decide on a team name/theme as well as any fundraising goals both personally and collectively (note: each team member is encouraged to raise at least \$200)
- Register your team online – www.dfspowerwalk.org
- Design the team webpage with logos/pictures/quotes
- Make sure that all your team members register – this is most easily accomplished online through the website and it will be the most efficient way for them to fundraise!
- Support your teammates leading up to the event by sending reminders of logistics, motivational emails, or planning team fundraising events!
- Remind your teammates of times and locations a few days before the event and show up excited and ready to get fit for success! (participant check-in begins at 8:30am)

What are the fundraising obligations required for The Power Walk?

- Each team member must complete the individual registration for \$25
- *Power Hero*: walk in honor of someone who has empowered you - \$25 upgrade
- Each team member has a suggested fundraising goal of \$200
- It is highly encouraged to set overall fundraising goals for your team!

*NOTE: As a team captain you are not *required* to raise more than your fellow team members, but it is always encouraged to be a leader for the team!

Are there incentives for fundraising?

- Each team member will receive an event t-shirt for raising \$50 or more above the registration fee
- Each team member will receive an event bag with water bottle for raising \$150 or more above the registration fee
- Prizes will be awarded for top fundraising efforts, both individually and as a team

BECOMING A CORPORATE POWER WALKER TEAM

Creating a corporate team is a great way to work together to support Dress for Success. You have the opportunity to feel connected to the cause while networking and participating in a fun, new way! There are so many ways to get creative with this event ... and here's how!

- Hold a small office gathering to recruit walkers! This could be anything from a cocktail party to an in-office lunch where you pass out registration info and generate excitement in the office!
- If there is a large interest – create multiple teams! A great way to jump-start fundraising efforts is by making a competition! Find a fun way to reward the team that raises the most amount of money, whether it is an opportunity to dress down for the day or maybe the chance to head home early! Providing incentive will be a great motivational tool and definitely convince others that this is an opportunity they do not want to miss.
- Ease the possible stress of individual fundraising by holding team events. This can be anything from an auction, food sale, gift wrapping service, casual days in the office, collecting bottles for recycling, or possibly matching gifts! Every little bit counts so get creative and encourage your teammates to participate!
- Boost team morale by dressing up together for the walk! If you want to just have fun, then choose a theme that everyone can get silly with! Designing or decorating t-shirts is another way to feel united and show team spirit – use this to be creative with your team name, or possibly honor your power hero and show others why you are walking. Team t-shirts or jerseys could also be a great fundraising and sponsorship tool!
- Don't forget why you are there – make sure that you take the opportunity to honor a mentor or role model! You can take advantage of this by upgrading in your registration fee, but also invite those that have had an impact in your life to register and participate as well! It would be a great way to show others how much they mean to you while also enjoying their company.

MY PERSONAL FUNDRAISING

It is easier than you think to reach your fundraising goals. Don't believe us? Try these tips!

- When you register online, make sure to customize your personal webpage. Add pictures and make sure to tell others why you are participating in The Power Walk. Your friends will surely support your efforts once they hear your story!
- Start small – not every donation has to be a large one! Ask 20 friends for \$10 or 10 friends for \$20. This will help you reach your fundraising goal and network with more individuals in the process.
- Don't forget about family and friends who aren't in the New York City area. Just because these individuals cannot attend the event, it doesn't mean they won't want to support it!
- Ask any local store owners to support your efforts. It may be the market that you do your weekly grocery shopping or a small boutique that you love that might want to join in on your fundraising!
- Utilize the tools on the website to send out emails to your address book and follow up on any donations that come in. This is a fast and easy way to get the word out about what you are trying to accomplish.
- If you need additional tips or ideas, please contact Amy Nelson (amyn@dressforsuccess.org) at Dress for Success

WALK F.A.Q.

How long is the walk and what is the route?

The walk is a 5k (3.1 miles) distance on a paved, flat course along the Hudson River.

Can I run and will I receive my official finish time?

The Power Walk is a fun walk, so we ask participants to refrain from jogging or running. However, brisk walking is highly encouraged! Because this is not a race, we will not be providing finish times.

Can I bring my children? What about my dog?

Yes, we encourage our walkers to bring their children. So many of the women we serve are mothers and so much of what we do impacts the lives not only of these women, but of their children and families. And yes, we think dogs are family too, so they are welcome as long as they are on leashes!

Can people attend the event and not participate in the walk?

We ask that all guests officially register for the event so that we can anticipate attendance numbers. Guests do not have to participate in the 5k walk, but we have designed the course and overall event to be accessible for all ages and fitness levels. We hope that joining together for the walk will be a fun and meaningful part of the event!

Will there be food and beverage at the event?

Yes, there will be an area designated for some healthy snacks after the walk. However, we ask that you do eat a healthy and nutritious breakfast before you arrive so that you are energized and prepared to participate!

Can I register the morning of the event?

We will offer a limited number of on-site registrations for \$30 per walker. However, we highly encourage you to register in advance either online at www.dfspowerwalk.org or by mailing the registration form.

Can I turn in cash and check donations at the event?

Yes, you can turn in cash and check donations at the registration table at the event. You can also mail check donations to:

Dress for Success Worldwide
Attn: The Power Walk
32 E. 31st St., 7th floor
New York, NY 10016

Checks should be made payable to **Dress for Success Worldwide**.
Include your name on the memo line so we can track your donations.

team captain registration

We highly encourage all team captains to register on-line at www.dfspowerwalk.org. Otherwise, complete this registration form and return by mail or fax. There is a \$25 registration fee per person. Please complete one form per person.

We encourage all walkers to raise a minimum of \$200 to support The Power Walk and the important programs of Dress for Success. Reach out to your family, friends and co-workers to share your involvement with The Power Walk and ask for their support! **Walkers who raise at least \$50 will receive a free t-shirt! Prizes will be awarded for the top individual and team fundraisers.**

First Name _____ Last Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Yes! I will participate in The Power Walk.

Please charge my credit card the individual registration fee of \$25. Enclosed is my check for the registration fee.

I would like to walk in honor of a Power Hero. I will pay an additional \$25.

Power Hero Name _____ Email _____

Power Heroes are people throughout your life who have mentored, inspired or empowered you. They could be a family member, a teacher, a friend or a colleague. By including an email address, your Power Hero will receive an email letting them know you are walking in their honor.

Additional donation \$ _____ Total \$ _____ Personal fundraising goal \$ _____

T-shirt Size: S M L XL 2X 3X

I am a DFS Professional Women's Group member. I am a Y.ES! Member.

I am starting a team. Team Name _____

Teammate recruitment goal _____ Team fundraising goal \$ _____

Credit Card Information

Name on Card _____

Billing Street Address _____

Billing City _____ State _____ Zip _____

Card Number _____ CVC# _____

Card Type _____ Expiration Date _____

Signature _____

Please mail registration form and/or donation with check or credit card to: **Dress for Success Worldwide, ATTN: The Power Walk 32 E 31st Street, 7th Floor, New York, NY 10016.** Or fax to **212.684.9563.** *Please note you will be required to sign a participation waiver at on-site registration.