

Welcome to “THE TEAM”!!!!!! Thank you so much for your commitment and decision to participate on “*The Team*” to raise money for Spinal Cord Injury! As a participant it’s our pleasure to present you with a Race Packet to help you get started! We are in hopes that this packet will give you some ideas to plan a successful campaign and have try to gear it to help make your life a little easier!!! You’ll find all the information you need to make your first pledge and donation collection a bonafide success!! Please feel free to contact our office if you have any questions at all!!! ***You can reach Friends For Michael by calling Cindy Norton 502-532-7071 or 396-3214 or Kelley Woods 502-532-7979.***

We are so excited about this fundraiser AND that you have chosen to be a part of it. Please know that we will be cheering for you in any way possible!! If there is ANYTHING we can do to help with your success....please let us know!

Again, thank you for your support! encourage your friends to come join you-----and most of all HAVE FUN!!!!!!

Good Luck!

Cindy Norton, President  
Friends For Michael, Inc. Spinal Cord Injury Org.

# **Raising Money: How To Succeed On Your Own**

It's never too early to start fundraising!! Start with the people closest to you (family, friends, co-workers...). Have a personal matching gift program—for every dollar they give, you will match a quarter, dime, etc. The most important thing is to SET A GOAL and START NOW!!! Try these ideas, or share some of your own!!

Put out giant bottles or cans by the front door at home, on you desk, at the counter or by the vending machines at work. Ask people to donate their spare change... You will be surprised at how fast it all adds up!!

Start a letter writing campaign! Some of the top fundraisers in our organization, and in the country, have used letters to raise up to \$2500 for their event!! They find that letters are an effective way to introduce people to the mission of the Friends For Michael, Inc. Spinal Cord Injury Org., their reasons for participating in the event, and an effective tool to ask people for their support. Send to your Christmas card list, friends, family, and co-workers. You can also ask them to join you or form their own team!!

Write a list of all the places that you spend money!! The plumber, your landlord, the Pro shop at your golf club, your grocery or drug store. You support them; now give them the opportunity to support you!! Does your company have a matching gifts program?? NOW IS THE TIME TO FIND OUT!!!! Just ask---you'll be pleasantly surprised by the power of your consumer dollars, and your favorite business' desire to help you out and keep your business. It's really not that hard, and it's a great way to build relationships with the people you do business with every day. Think about these people:

Your bank teller  
Your dry cleaner  
Your hairdresser  
Your veterinarian

The gym  
Your drug store  
Your dentist  
Your place of worship

The grocery store  
Your garbage man  
Your doctor  
Your gas station

**IF YOU DON'T ASK---THEY WON'T GIVE!**

# **How to Raise a Lot of Money in a Little Time**

Raising pledges for “The Team” doesn’t have to be time consuming! It’s easy to raise a lot of money in a little time!

## **How to raise \$400 in 10 days**

- Day 1: Put in your own \$20 pledge
- Day 2: Ask your spouse or best friends for a \$20 pledge
- Day 3: Ask your boss for a \$20 pledge
- Day 4: Ask a friend to pledge \$20
- Day 5: Ask a relative to pledge \$20
- Day 6: Ask a neighbor or co-worker for \$20
- Day 7: Ask two people from church for \$20 each
- Day 8: Ask another friend for \$20
- Day 9: Ask another neighbor for \$20
- Day 10: Apply for matching gifts from your company

*Maybe you’ve got a little less time but you’re REALLY dedicated.*

## **How to Raise \$500 in 8 Days!**

- Day 1: Start by sponsoring yourself for \$25
- Day 2: Ask two family members to sponsor \$25
- Day 3: Ask five friends to contribute \$20
- Day 4: Ask ten coworkers to sponsor you for \$10
- Day 5: Ask five neighbors to sponsor you for \$10
- Day 6: Ask five people from your church/civic club to contribute \$10 each
- Day 7: Ask your boss or company to sponsor you for \$25
- Day 8: Ask five local merchants to sponsor \$20

*OR if you are really crunched for time:*

## **How to raise over \$100 in 5 days**

- Day 1: Start sponsoring yourself for \$10
- Day 2: Ask two family members to sponsor \$10
- Day 3: Ask five friends to contribute \$5
- Day 4: Ask five members of your church/civic club for \$5 each
- Day 5: Ask five neighbors for \$5

**BUT....IT’S ALWAYS BETTER TO START EARLY!!**

# **Raising Money: How to Succeed As A Team**

By raising pledges, you and/or your team are fighting the devastating and traumatic events following a spinal cord injury, helping spinal cord injury survivors AND bringing us closer to a cure with research!! Here are some tried and true methods for increasing your team's spirit and fundraising total.

## **Beat the Average**

The "average" FFM Runner/Walker/Wheeler raises \$100.00. We know you are above average!! Prove it by having every member raise at least \$200.00 per team member!

## **Take the Friends For Michael Run/Walk or Wheel Team Challenge**

Every team captain that turns in their team's pledges one week early OR recruits another team captain who has a successful team will be given a special Friends For Michael Hat and a Friends For Michael Medallion.

## **Hold Wrap Around Events**

Wrap around events are a great way to raise funds and awareness about the mission of the Friends For Michael Spinal Cord Injury Organization. Think of Wrap Around events as miniature special fundraising events that raise additional team dollars, help recruit new teams of runners/walkers or wheelers, boost team spirit, and give non-running friends or co-workers a chance to help out. Some examples of successful Wrap Around events include:

- Beef & Braut – Hold a potluck dinner at your home. Ask everyone to bring a dish and ask everyone to pledge you and your teammates.
- Dress Down Days at work-Everyone who donates can "Dress Down for SCI" (Spinal Cord Injury)
- Bake Sales-Everyone likes to eat-and why not throw in a favorite recipe contest?
- Brown Bag for SCI-Have everyone donate the cost of a "meal out" to FFM
- 15 minute Fridays-We all know that you spend at least that much time out of your work day thinking about the weekend!! So donate 15 minutes worth of your salary for the FFM 5K Run/Walk or Wheel and One Mile Fun Run. Ask your co-workers to try it for one week, or for a whole month!
- Hold a lunch cookout at your place of employment. Ask you team members to help. Charge a fee or take donations. Ask your co-workers to join you for lunch!
- Have a car wash for donations. Tell everyone what your cause is for!!
- Have a dance with a theme. Charge admission. Serve appetizers and drinks. Pass the Bucket for Donations!!!!

**Make it a goal to have at least one Wrap Around Event for the FFM 5K Run/Walk or Wheel and One Mile Fun Run!**

# Essential Information

**OBJECTIVE:** Oversee and recruit your company/team/organization in the **2008 12<sup>th</sup> Annual Friends For Michael, Inc. Spinal Cord Injury Org. 5K Run/Walk!**

**RECRUITMENT GOAL:** An official running team has at least **four** members and no more than **six**, **but if you prefer the noncompetitive running aspect of the event and are raising pledges as a group...you can have any number of pledge collectors walking together! The more the merrier!**

**DOLLAR GOAL:** \$75-\$100 per runner/walker/wheeler

- Recruit runners/walkers/wheelers and pledge collectors and provide your recruits with information about spinal cord injuries and research. (You may request this from us!)
- Oversee your team's participation by coordinating promotions, distributing materials and planning wrap-around events.
- Educate yourself and your team about the mission of Friends For Michael, Inc. Spinal Cord Injury Organization so they can tell others of their mission! Check out our website at [www.friendsformichael.org](http://www.friendsformichael.org).
- Motivate, support and follow-up regularly with your team. Carefully monitor recruitment progress and pledge collections!
- REMIND EACH TEAM MEMBER THAT THEY MUST COLLECT PLEDGES INDIVIDUALLY AND ARE ELIGIBLE FOR INDIVIDUAL PRIZES AS WELL AS TEAM PRIZES.
- Collect your team members' pledge forms and contributions prior to the event. Make sure that pledges are attributed to each individual runner/walker/wheeler. Please do not put all of your team's pledge money in one envelope! This leads to confusion in our office about who has participated and who has not. We want to give everyone the credit they deserve. Put pledge money in individual envelopes marked with runner/walker/wheeler's name **then** place all individual envelopes in one large envelope with team name and individual names on the outside!
- Attend the 12<sup>th</sup> Annual Friends For Michael, Inc. Spinal Cord Injury Org. 5K Run/Walk or Wheel on September 27, 2008 at the Henry County High School!
- Monitor your team members to make sure those who didn't turn in pledges prior to the 5K Run/Walk & Wheel will do so afterwards.
- Thank your team members and contributors.
- Consider holding a victory party
- Mark your calendar NOW!! Start Fundraising for the 13<sup>th</sup> Annual Friends For Michael, Inc. Spinal Cord Injury Org. 5K Run/Walk or Wheel and One Mile Fun Run which will be held on September 26 , 2009...same place...same time!!

*If you have any questions, please contact Kelley Woods (502) 532-7979 or Cindy Norton (502) 532-7071/(502)396-3214. We are here to help all of our team captains have an enjoyable AND successful event!!*

**The mission of Friends for Michael, Inc. Spinal Cord Injury Organization (founded in July 1997) is to encourage and support research that will help victims overcome their spinal cord injuries as well as providing grants to improve the quality of life for individuals having this disability, providing educational spinal cord injury awareness and prevention to others and award annual scholarships to students who volunteer their time to the organization**

# Team Registration Information

1. An official running team has at least 4 members and no more than 6 members. The first 4 runners to place will score. 5<sup>th</sup> and 6<sup>th</sup> runner's scores will be used as a tiebreaker. **If you prefer the noncompetitive running aspect of the event and are raising pledges as an individual or group...you can have any number of pledge collectors walking together! The more the merrier!**
2. Race fees are \$20 per runner on team. (\$15 if post-marked & teams turned in by Sept. 20<sup>th</sup>) (\$90-\$120 per team). Walk-up teams and individuals raising pledges are accepted day of race with the fee being \$20 per person, but they **may** not receive their prizes the day of the race. They will be mailed at a later date!
3. All Team Members also compete as individuals.
4. Please fill out all forms and have them ready for check in
5. All pre-registered Team Captains bring completed team forms to the TEAM REGISTRATION TABLE to pick up all of your runners numbers and packets.
6. Give each team member his/her runner number and packets. Each runner has a personalized number so make sure each runner gets the correct number.
7. **VERY IMPORTANT!!** Tell your team members that they will be handed a card with a number on it at the end of the race. Each team member should write his/her name on the back of the card and return the card to you. The team captain should put all team member's cards in the attached envelope, circle the team category and return it to the scorer's table.

Team Divisions are as follows (please register your team per division)

- All Men
- All Women
- Open-Coed Division
- Open-Corporate Division
- High School (9-12)
- Middle School (6-8)
- Elementary (K-5)

**TEAM AWARDS**  
*are given to the*  
**TOP TWO TEAMS**  
*in*  
**EACH DIVISION**  
(see incentives for pledge collectors)

Individual Age Groups (Male & Female) are as follows:

- 11 & Under      12-15
- 16-19              20-29              30-39              40-49
- 50-59              60 & over      Wheelchair & Hand cycles

**INDIVIDUAL AWARDS given to TOP 3 Runners in each age/gender group**  
**OVERALL AWARDS given to TOP Male and TOP Female Runner**

# Fundraising Goals

Raising money to end the traumatic effects of spinal cord injury and raise research awareness is our number one reason for having the Friends For Michael, Inc. Spinal Cord Injury Org. (FFM) 5K Run/Walk. The benefit of participating in the event is to know that you are helping raise money for research, grants for victims, prevention /awareness education, rehabilitation equipment and scholarships for higher education, as well as getting great exercise with your friends and coworkers.

Try to meet these goals as you build your most successful team ever!

## TEAM CAPTAINS

- Set a recruiting goal *and* a fundraising goal. These should be challenging-but attainable. Remember, Run/Walk or Wheel running teams need at least 4 members and no more than 6, and we ask each member to try to raise at least \$100. **(Remember...you can have any number of pledge collectors walking together!)**
- Challenge another team or company with a fundraising goal. This is an excellent opportunity for competition between your company and your biggest competitor-why not challenge them to participate in the Run/Walk & Wheel or Fun Run and raise more than you?

## FOR EVERY PARTICIPANT

- Dedicate your efforts to someone who has a spinal cord injury disease.
- AIM HIGH! – Ask for \$50 and settle for \$30. Gear the amount you are asking for to your audience.
- Ask everyone to make out their checks to Friends For Michael SCI (it is a tax deductible contribution)
- Ask everyone you meet. Be sure to carry your pledge form with you at all times!
- Make sure the top few pledges on your sheet are significant. People will follow suit. If the pledge at the top of the form is \$50, people are likely to pledge close to that amount.
- If you belong to a club, ask for two minutes on the agenda to talk about FFM and Spinal Cord Injury Research!
- Explain to people spinal cord injuries are very common and could happen to them or a loved one within minutes.
- **Most importantly-don't prejudge whether or not people will give!! Let them say no, or ignore you letter, rather than not asking at all.**



# INCENTIVES

## Individual Achievements

**Prizes awarded to individuals who achieve these successes**

\$10	Students (K-12) accompanied by an adult - Shirt
\$20	(\$15 prior to Sept. 20th) Shirt
\$75	Shirt & FFM Hat
\$150	Shirt, FFM Hat & Sweatshirt
\$300	Shirt, FFM Hat, Sweatshirt & \$20 Kroger/Home Depot Gift Card
\$500	Shirt, FFM Hat, Sweatshirt & \$40 Kroger/Home Depot Gift Card
\$1,000	Shirt, FFM Hat, Sweatshirt & \$100 Kroger/Home Depot Gift Card
\$2500	Shirt, FFM Hat, Sweatshirt & \$250 Kroger/Home Depot Gift Card

## Team Achievements

**Prizes are awarded to Teams/Team Captains  
who achieve the following successes**

- Any Team Captain that recruits another Team Captain will receive a FFM Hat and Friends For Michael Medallion
- Teams in which **every** member of the team raises \$250 will receive a FFM Hat, FFM Sweatshirt, FFM Medallion & invitation to “2009 Legacy Dinner”

**Teams that raise \$5000 will receive the  
MISSION COMPLETE AWARD  
And a special invitation to the “2009 Legacy Dinner”**

## Please Remember

Be sure to have your teammates collect their pledges and keep them in an envelope with their name and pledge sheets. We must have a record of an individual's pledge collections for accurate prize distribution. You can then place your teammates' envelopes in one big envelope labeled with your team's name and division to turn in at the team & pledge registration table.

To pre-register your team, mail in registration forms along with the team registration form (not pledge sheet) postmarked by September 20, 2008

Individual prizes are awarded on an individual basis. We encourage everyone to participate in the Run/Walk & Wheel - but to receive a T-shirt, individuals must collect at least \$20 in pledges.

**SET A GOAL AND GET STARTED TODAY!!**

**12th Annual Friends For Michael, Inc.  
Spinal Cord Injury Organization  
5K Run/Walk or Wheel**

**COMPETITIVE TEAM REGISTRATION LIST**

**TEAM NAME/DIVISION** \_\_\_\_\_

NAME	ADDRESS	CITY/ST/ZIP	PHONE	AGE

- **PRINT ALL INFORMATION**
- **KEEP A COPY FOR YOUR RECORDS**
- **You may list two alternates below**


**Questions???? Call Kelley Woods 502-532-7979  
Cindy Norton 502-532-7071 or 502-396-3214**

