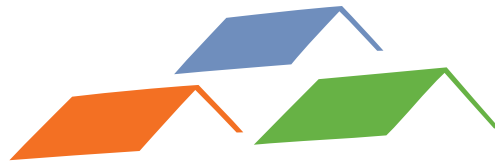




WALK TEAM KIT



HOMeward BOUND

Uniting to Provide Housing and Fight Homelessness in Indiana

Locations

Lafayette
Greater Lafayette
April 10, 2010

South Bend
St. Joseph County
April 25, 2010

Evansville
Southwest Indiana
June 12, 2010

Tipton
Howard & Tipton Counties
May 15, 2010

Fort Wayne
Northeast Indiana
April 25, 2010

Bloomington
Monroe County
April 18, 2010

Michigan City
La Porte County
September 25, 2010

Elkhart
Elkhart County
September 25, 2010

Indianapolis
Central Indiana
October 16, 2010

Chesterfield
Delaware & Madison Counties
April 25, 2010

Terre Haute
Wabash Valley
April 18, 2010



Teams of walkers from hundreds of Indiana companies, churches and other organizations will raise dollars to support local homeless and affordable housing programs at eleven locations across the state.

HOMeward BOUND IS...

a 5K fundraising walk-a-thon sponsored by Indiana-based homeless and affordable housing service providers in partnership with the Indiana Association for Community Economic Development (IACED).

individuals and teams coming together from dozens of companies and community organizations for a day of festivities.

an individually-tailored marketing and promotional opportunity for our corporate partners, designed to increase awareness of their products and services across Indiana.

an opportunity for companies to show their commitment to making a difference in the lives of men, women and children who are homeless or may become homeless.

an event across eleven walk sites statewide that will raise more than \$400,000 by the end of the year.

TEAMWORK CAN MAKE A DIFFERENCE

WHAT IS A TEAM?

A team is a group of people officially registered and led by a "Team Captain." Together, they raise money and participate in the walk event. Teams can be formed by groups of co-workers, friends and families. Teams can receive exposure through self-designed T-shirts, signs, banners or other creative ideas. A team is an opportunity for you to make a difference in the lives of people affected by homelessness. It is also an excellent opportunity to build morale and enhance your company's or group's visibility.

"Homeward Bound is an annual series of events held throughout Indiana to promote housing opportunity while also raising awareness of homeless needs across the state. It's also a significant fundraising event for IACED members."

THE “FIVE R’S” OF PUTTING TOGETHER A WALK TEAM

Reach Out

Publicize the walk at your workplace, community group, church or synagogue. Use flyers, paycheck stuffers or even make personal phone calls—get the word out through any method that suits your style!

Recruit

Recruit your team members. Set up a table in your cafeteria or building lobby and post notices. Use the automated email system included at the walk website. You can even recruit those who can’t attend the walk that day but want to collect dollars on behalf of the team. Everyone you come into contact with can participate at some level—by walking, collecting pledges, or by volunteering on the day of the event.

Rally

Now that your team is together, get them excited about the walk and the important work they are doing. Stay in touch with them via meetings, e-mail or voice mail. Design a team banner or team T-shirt. Think about other efforts, such as small fundraisers, to increase your team’s financial contribution.

Raise

This is the most important part of the walk since programs of your local agencies depend on your efforts. Set a goal for how much money you want your team to raise. Create prize incentives for team members who raise the most money. Use your imagination!

Register

The last “R” is to register your team. See below for helpful hints.

HELPFUL HINTS FOR REGISTERING TEAMS

ONLINE REGISTRATION

The easiest and most effective way to register your team is to do so online at www.homewardboundindiana.org. The following are detailed instructions on how to form a team online:

- Assign a team leader from your group or organization that has internet access, is fairly computer literate and can register, recruit and manage the team online. You must create a user account on the Homeward Bound website before you can create a team.
- Connect to the internet and browse to the main walk website at www.homewardboundindiana.org and click on the “Register Now” link.
- You will be prompted to select your walk location. Select your walk location from the map or drop-down list on the right side of the page.
- You are now given three options, pick “Start a Team.” Below, enter a username, password, and email address that you will want to use to create your account. Click the “Register!” button.
- Your account has been created. You must now sign-in to your new account to proceed. Enter your username, password, and click the “Sign-in!” button at the bottom of the page.
- The next page will prompt you to enter the name of your team. Enter this information and click the “Create Team” button.
- The next page will prompt you to enter your fundraising and recruitment goals for your new team. We suggest that you set a minimum goal of \$1,000 for your team, which works out to 10 team members raising \$100 each. Once you have entered this information, click the “Update My Team” button.
- You have now registered for the walk, created a team, and set your team goals. You should now be at your team’s dashboard page. This page displays information about your team and teammate’s progress.
- As team leader, the agencies you select as “My Agencies” are used as the benefiting agencies for your team. To set them, click the “Change My Agencies” link on the lower right side of the page, under the “My Agencies” section.

- Next, select which local agencies you would like your team to raise money for. You have the option of splitting your donations between all agencies or selecting individual agencies. Check the “Update My Choices” button to complete and set your selections.

We suggest that you take a couple of hours each week to go to your dashboard and track your team’s progress toward your goals. Go to www.homewardboundindiana.org and click the “Login” tab. Enter your username and password to get into the system.

If you have any questions about your online registration or any functions of the website, you can submit a website support request by clicking the “Website Support” link at the bottom of any page. You can also contact Tommy Tabor at 317-920-2300, ext.14 or ttabor@iaced.org.

OFFLINE REGISTRATION

If you do not wish to register your team online, please contact Tommy Tabor at 317-920-2300, ext. 14 or ttabor@iaced.org to obtain paper pledge forms.

GREAT IDEAS FOR RECRUITING TEAM MEMBERS/WALKERS:

- Submit a story for your workplace/company organization’s newsletter about the walk and formation of your team.
- Use e-mail, promotional fl yers, voice mail and answering machine messages to promote your team.
- Announce Homeward Bound at all meetings you attend.
- Have your human resources department help recruit walkers.
- Organize a walk team committee. The more people involved in the process of recruiting, the more success you’ll achieve. Meet regularly to monitor your team’s progress and discuss ideas.
- Display posters and flyers in public places, such as cafeterias, elevators, lobbies, the gym, campus, etc.
- Organize departments at your workplace into separate teams and encourage friendly competition.
- Hold a rally or team kick-off event.
- Design team T-shirts with your team name or company logo.
- Ask friends and family members to recruit walkers/team members.
- Have your company or organization leader endorse your team’s participation.
- Design a banner for your team to carry at the walk.
- Plan a pre- or post-walk party/picnic for your team members.
- Send walk flyers and e-mails with your team information to your company, organization or personal mailing list.



Teams come together from dozens of companies and community organizations for a day of festivities.

SUPER SUGGESTIONS FOR....

CORPORATE TEAMS

- Set a team goal (100% employee participation, \$5,000 raised, etc.). Encourage team members to have their own goals.
- Ask your office manager or Human Resources department to stuff employee mail boxes or pay envelopes with walk information.
- If you send out monthly statements to your customers, let them know you are participating.
- Use e-mail, memos and voice mail to reach people you don't see every day.
- Create a walk team lunch club and eat together once a week. Or better yet, take a walk during lunch to get ready for the event!
- Organize a "dress-down day" for employees. Have them contribute a few dollars to your team in exchange for the opportunity to wear casual clothing
- Put information about the walk and how to join your team on the company website.

RETAIL TEAMS

- Organize a store team and invite customers to sponsor and/or become a team member.
- Donate a percentage of sales from a "Walk Weekend" or "Walk Day" to the team total.
- Put information about the walk and how to join your team on the company website. Recruit a captain for each of the store's branches and create an incentive for the store that raises the most money (i.e. pizza party, movie tickets, etc.).
- Challenge other stores within your shopping plaza/center to form a team and have a friendly competition.

SCHOOL OR COLLEGE TEAMS

- Read the section on Corporate Teams. Many of the ideas can easily be applied to schools.
- Create a bulletin board or display case highlighting the issue of homelessness and Homeward Bound.
- Design a "thermometer" to show how many teams members have been recruited or how much money has been raised.
- Host a student assembly. Invite a member of the local walk committee to speak about the walk. Ask a formerly homeless person to tell his or her story.
- Create incentives for clubs, sports teams, fraternities/ sororities. Throw a pizza party for the group that raises the most money.
- Get the faculty involved by putting notes in their mailboxes or communicate by e-mail. Ask school nurses and administrators to get involved in the team recruitment.
- Set up a table to sign up walkers or hand out pledge forms.
- Ask your neighbors, friends and family to sponsor you.
- Put an ad in or submit a press release to the school newspaper. Ask the editor to do an article on the walk and the school's participation.
- Put information about the walk and how to join your team on the school's website.
- Ask everyone for whom you have sponsored an event or bought candy or magazines to make a donation.
- Hand out pledge forms at all of the school's home sports events. Compete with rival schools to try to raise more money than them!
- Hang posters and flyers in windows and bath room/locker rooms.
- Ask the cheerleading squad to come to the walk and cheer on all the walkers at locations along the walk route.

FRIENDS AND FAMILY TEAMS

- Invite your family and friends to be their own registered team.
- Mail letters to out of town friends and family asking them to sponsor you.
- Return a dinner invitation by inviting the hosts to the walk. Pack a picnic lunch for the walk or host a BBQ after the walk.
- Write a note and give it to all of your neighbors inviting them to walk with or sponsor you.
- Bring extended family. Pets are welcome too

OTHER TYPES OF TEAMS

- Publicize a story in your workplace/company/organization's newsletter about Homeward Bound and formation of your team.
- Put information about the walk and how to join your team on your website or homepage.
- Print basic information about walk teams in church bulletins and post flyers on bulletin boards.
- Challenge a neighboring community's professional or civic group to form a walk team and enter in a friendly competition with your organization.
- Distribute pledge forms and general information flyers at weekly meetings or special events held by your club, civic group or professional association.

INDIVIDUAL TEAM MEMBERS

- Ask at least one person a day to sponsor you.
- Set a personal goal. Let people know what you are trying to raise.
- Collect donations in memory or in honor of friends or loved ones.
- If your birthday is coming up, ask people to sponsor you in place of a gift.
- No donation is too small (or large). Encourage people to give what they can.
- Send an e-mail or letter to everyone on your holiday card list (from your personal address book).
- Take the time to educate people about where the money is going.
- Hang a pledge form on a bulletin board and ask people to sign up to be your sponsors.
- Check to see if your company has a matching gift program. Ask your company to match what you raise even if they don't have formal program in place.
- Ask people to give up a "vice" for a week or a day and donate the money to Homeward Bound (i.e. the cost of a pack of cigarettes).
- Ask a friend or family member to help you collect pledges.



Teams come together to raise money and awareness.

TEAM TOOLS

SAMPLE NEWSLETTER/MEMO/E-MAIL

Headline Or E-Mail Message Header:

[Insert company organization name here] to participate in Homeward Bound Fundraiser!

Body Copy:

This year, [insert company or organization name here] will sponsor a team of walkers for Homeward Bound - Indiana's 5k Walk to Provide Housing and Fight Homelessness on [insert walk date here]. This event benefits local homeless and affordable housing programs. Addressing the needs of our homeless citizens is absolutely critical. An estimated 300,000 hoosiers have been at risk of homelessness at some time in their lives. Homelessness is an issue across the state of Indiana and in our nation's largest cities. Many local residents support doing more to assist the homeless citizens of Indiana. With this in mind, our team will join with thousands of walkers participating at seven other walk locations across the state, creating the largest grass-roots fund-raising effort for the homeless in Indiana's history. More than \$400,000 is expected to be raised through this coordinated, statewide effort. Funds raised by the walk support local emergency, transitional, and permanent housing, health care, job training, case management, nutrition programs, and information/referral services. [Insert company organization name here] looks forward to supporting this cause and to being listed among the hundreds of other Indiana-area corporations and organizations participating in Homeward Bound. If you are interested in joining our team, or sponsoring a walker by making a donation, please call [insert team captain name and phone here].

OFFICIAL LOGO FOR USE IN PRINTING CUSTOM ITEMS FOR YOUR TEAM

Homeward Bound logos in different file formats are available for download by visiting our website at www.homewardboundindiana.org. Click on your local walk, then menu item Downloads. You can also download other helpful items such as pledge forms, an electronic version of this team kit, posters, etc.

OTHER OPPORTUNITIES

In addition to bringing a team to the walk, there are many other ways for your organization, group or company to become involved with Homeward Bound.

BECOME A SPONSOR

Your group can become a sponsor based on your marketing goals. Homeward Bound will tailor sponsorship packages to meet your needs for increased exposure throughout the local area. We can also put together programs that give exposure at multiple walk locations.

BECOME A VOLUNTEER

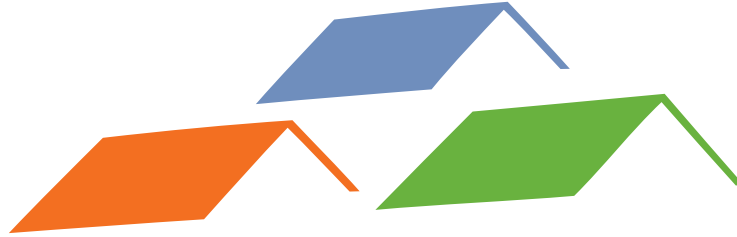
Register as a volunteer online at www.homewardboundindiana.org.

QUESTIONS?

For information on teams or to answer any questions you may have about Homeward Bound, contact Tommy Tabor by phone at 317-920-2300, ext. 14 or via email at ttabor@iaced.org.



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