

Team Captain Toolkit

How to fundraise and friend-raise your way to Top Team status!

#NEDAWALK



WELCOME!

A message from our National Walks Manager...

Hey there, Captain! The National Eating Disorders Association (NEDA) is thrilled to welcome you and your teammates to our nationwide NEDA Walk family!

NEDA Walks are inspirational, community-building events that create a safe, inclusive environment for everyone affected by eating disorders and for those looking learn more about NEDA. We hope this NEDA Walk brings your family, friends, and loved ones together to show that we can make all the difference in the fight against eating disorders.

As a NEDA Walk Team Captain, you have the special opportunity to be a leader in the fight against eating disorders by coaching your team to raise awareness and vital funds that will support NEDA's lifesaving programs, resources and support networks.

The following **NEDA Walk Team Captain Toolkit** contains everything you need to know about recruiting participants, fundraising, and making your team stand out!

Don't forget – NEDA is here to support you through your fundraising journey. If you have any questions, just ask! **We can't wait to see you and your team at the NEDA Walk as we as we support and honor the lives affected by eating disorders.**

With so much gratitude,

Jessica Hickman
National Walks Manager



2017 Top Teams!

Team Mindy	\$15,627	Champaign, IL
Superstrong Support Squad	\$11,220	New York, NY
Frieda People	\$10,910	Madison, WI
Born to be Wiled	\$9,304	Houston, TX
Mel"rosey" Raptors	\$8,870	Twin Cities, MN
Recovery Ninjas	\$7,520	Las Vegas, NV
Team Hope	\$6,595	New York, NY
Marlee's Team	\$6,353	Fox Valley, WI
Riggs Family and Friends	\$6,010	Lehigh Valley, PA

The first steps...

I registered as Team Captain...now what?

1. Start friend-raising right away!

Invite family, friends, classmates, and co-workers to walk with you! Whether you have five teammates or fifty, you can make a difference in the fight against eating disorders. Make sure to provide your team page registration link so your loved ones can easily sign up.

2. Personalize your team's fundraising page with a photo and story

Your fundraising page is your team's chance to shine! Use this space to share your story, why this walk is so important to you and your team, and how reaching your fundraising goal will help the millions of individuals and families affected by eating disorders. To edit your team page, log in to your participant center by visiting nedawalk.org, selecting your walk city, and clicking the orange "Participant Center" button.

3. Set a fundraising goal with your team of at least \$1,000

Fundraising is a vital part of NEDA Walks! The funds you raise fuel NEDA's lifesaving programs and resources –like our Helpline, Online Screening Tool, research grants, advocacy efforts, and more. Did you know that when your team raises \$1,000, we can answer 10 hours of support-seeking calls to our Helpline? That is just one way that YOU make a difference.

4. Kick-start your team fundraising by making a self-donation

"The most powerful leadership tool you have is your own personal example." Whether you can contribute \$5 or \$500, show yourself (and your team) some love by making a donation your personal fundraising page. Your friends and family will excitedly follow suit with a donation when they see your personal investment toward your fundraising goal. *Plus, when you make a self-donation, you'll get to sport this badge on your page to recognize your commitment to fighting eating disorders!*

5. Coach your team toward your fundraising goal!

Send out frequent encouragements and reminders to your teammates about the walk and your fundraising status. Share fundraising tips and offer a little extra support to those teammates who haven't had a chance to start raising funds. Check out the next page of this packet for fundraising tips! 😊



Fundraising 101

You have the power to save lives.

Every dollar you raise has a real impact. You have the power to change the future of eating disorders by following these fundraising tips!

BRING IN YOUR INNER CIRCLE

The best people to ask to support your fundraising efforts are those closest to you! Start by asking for donations from family, friends, coworkers, classmates, neighbors, etc. Your network will love to support a cause they know is so important to you. Plus, all gifts are tax-deductible!

ASK FACE-TO-FACE

The most effective way to rally support is to make donation requests in person! Not only is it more personal, but it's harder to say "no" to someone in person.

SHARE ON SOCIAL MEDIA

Post your fundraising page link on Facebook, Instagram, Twitter, etc. No matter what platform, social media is an effective way to tell people what you're doing and how they can support you. Share your fundraising link and progress often –you never know who might click and give!



Share this page
with your
teammates!

EMAIL BLAST

Are you unable to meet all of your potential donors face-to-face? No problem! You can use email to contact out-of-town family and friends, businesses, and larger groups. Make your donation requests personal by sharing why you are passionate about the cause. Include a hyperlink to your personal fundraising page so people can easily click to donate!

GET CREATIVE

Organize a "dine & donate" or "shop for a cause" event with a local business. Ask your workplace about matching gifts. Host bake sale or yoga class, sell bracelets, or get creative with your own idea –the possibilities are endless! ☺

Raise money, get cool prizes!

Fundraising has its perks! You can now earn cool, exclusive NEDA gear (like a NEDA hoodie or backpack) just by raising funds for NEDA Walks. This is just our way of saying **thank you!**

Learn more: nedawalk.org/walker-tools



Sample E-mail

Share this page
with your
teammates!

Copy & Paste Fundraising

Take the first step toward top fundraiser status! Use the message below to ask for support from your family and friends, and always follow up to be sure they received your request. This is an easy way to gather support and become a top fundraiser!

Dear Family and Friends,

I am walking and fundraising to support the National Eating Disorders Association. The funds I raise will support individuals and families affected by eating disorders – life-threatening illnesses that affect millions of people. Will you support me in the fight against eating disorders?

By supporting me, not only are you contributing to lifesaving resources, such as the National Eating Disorders Helpline, but you are also helping to fund evidence-based prevention programs and research grants for innovative treatments.

*As you may already know, I'm walking **[write personal reason for walking here]**. Please consider donating to support me today. You can make your tax-deductible donation online using this link to my **personal page [log in to your Participant Center to find the link to your personal page]** and clicking "Donate Now" or, if you would prefer, you can send your contribution to the address listed below.*

*National Eating Disorders Association
1500 Broadway, Suite 1101
New York, NY 10036*

Everybody knows somebody who's been affected by an eating disorder, but because of NEDA, there is hope for prevention, cures and improved access to quality care. Every dollar makes a difference in the fight against eating disorders!

*Sincerely,
[Your Name Here]*

*P.S. For information about the NEDA Walk and other NEDA programs, you can visit:
www.nationaleatingdisorders.org*

Show your team spirit!

Stand out like the superstars you are

We love you and your creativity! Get your team excited by creating custom shirts, hats, bracelets, or your favorite accessory! You can color-coordinate, sport your company logo if you are a company team, or design fun and inspirational signs to show your



Share your pictures using #NEDAWalk!

Frequently Asked Questions

Fundraising FAQs

Why is fundraising so important?

Your fundraising efforts enable NEDA to grow and provide our programs like our Helpline, Online Screening Tool, regional NEDA Conferences, legislative advocacy efforts, research grants, and more. The funds you raise bring us closer to our goal of making eating disorders services available to people of all genders, ages, races, ethnicities, and socioeconomic backgrounds in every zip code in the U.S.

Where does the money go?

Seventy-eight cents of every dollar raised directly supports NEDA's lifesaving programs, resources, and support networks that reach millions of individuals and families every year. Please visit nationaleatingdisorders.org to learn more about our full offerings of programs and resources.

Is there a minimum amount I must fundraise in order to walk?

Our suggested minimum amount for teams is \$1,000. You can set your own fundraising goal, too! Fundraising is optional but strongly encouraged.

I heard that I can earn cool NEDA gear by fundraising, how does that work?

Yes, when you personally fundraise \$150 or more for your local NEDA Walk you become eligible to receive one of our exclusive NEDA recognition items. *This does not include combined team fundraising.* We have different rewards to match different fundraising milestones. You will receive instructions on how to select your item and have it shipped directly to you 1-month after the walk event date. To learn how to earn a NEDA hoodies or other special gear, visit nedawalk.org/walker-tools or email walks@nationaleatingdisorders.org.

Registration FAQs

Is there a registration fee for participating in a NEDA Walk?

No, most NEDA Walks do not have registration fees. A self-donation is encouraged in order to jump-start your personal fundraising efforts. NEDA Walks that take place at zoos or similar venues may have a registration fee in order to cover zoo entry. A separate personal donation to NEDA is also encouraged and greatly appreciated!

Can I register multiple people?

No, all individuals will need to register themselves with their own unique email addresses in order to personally agree to our participant waiver. Children under 5 do not need to register.

When I try to register someone else, an error notice appears and states that I have already registered. What's going on?

In the top right corner of the walk webpage, does it say your username and then "log out?" Once you click to log out, the next person will be able to register with their own username.

Frequently Asked Questions

Donation FAQs

Does paying the registration fee count as a donation?

No. NEDA Walks are fundraising events that directly support nationwide programs and services, while raising vital awareness in your local community. Because this is a fundraiser, we strongly suggest that you continue your fundraising efforts after paying the registration fee, which helps cover event costs.

Can I donate money to a specific person or team?

Yes! We encourage our participants to let all of their family and friends support them or their team for the NEDA Walk. After clicking on the Donate tab, choose “Make a gift in support of a specific walker or team!” You will then choose either search for a participant or team to specifically donate to. If the participant is part of a team, the donation will be added to the team total as well as the participant.

I received cash/check donations from family and friends. How do I send these donations to NEDA?

For all offline donations, please mail the donation in with a completed offline donation form ([click here to download](#)) OR bring it with you to hand in at the walk during check-in. Please remember to send in one offline donation form per donor whose donation you send in. Providing a form for each donor allows NEDA to credit your fundraising goal and to personally thank your generous donors!

My credit card isn't going through – can you help?

Please double check your card information and your billing address. If you need further assistance, call the National Walks Associate at 212-575-6200 and we can help to identify the issue. Please note we cannot process donations from outside of the U.S.

Event FAQs

Can I volunteer at the walk?

Contact your local walk coordinator to inquire about volunteer opportunities. The walk coordinator's email address is posted on your local NEDA Walk's website.

When do I get my t-shirt/Does everyone get a t-shirt?

T-shirts will be available for pickup at the walk once you check-in or register and we do our best to provide shirts for all walkers. However, t-shirts are offered on a first-come, first-serve basis and we cannot guarantee t-shirt size availability as t-shirts are ordered 3-weeks before the event day.

How long is the actual walk and do I have to walk?

NEDA Walks are non-competitive walks that are 1-2 miles in length, depending on the city and venue. Please contact your local walk coordinator to find out the distance of the event. The walking portion is totally optional and we encourage you to participate in a capacity that best meets your personal needs.

For answers to more FAQs, please visit <https://nedawalk.org/faq>