

HOW TO FORM A TEAM FOR THE ARC OF ESSEX COUNTY “BUILDING TOMORROWS” 5K RUN/2 MILE WALK

A team is an opportunity for you to have fun while making a difference in the lives of those with intellectual and developmental disabilities. It's also an opportunity to promote your support of The Arc within the community.

Organize your team:

- Ask your family, friends and coworkers to join your team. Let them know they can participate as runners, walkers or virtual runners. You can even create team positions, such as captain or cheerleader, for those who want to participate but don't want to run or walk.
- Inform everyone that they can also have their family and friends join your team.

Fundraise as a team:

- Use FirstGiving to set up a personalized online fundraising page for your team (<http://www.firstgiving.com/arc-essex/2012> – feel free to call us if you want help setting this up or would like some suggested language). On your page, tell about your support for The Arc – also include links to The Arc's website. Add pictures to your page – even use it to set a fundraising goal. Then send the link to your page to EVERYONE (and ask your team to do the same)!
- Organize other fundraising events to raise money to go towards your goal – have team members join in and help. Bake sales, garage sales.....the ideas are endless!
- Remind team members they do not have to attend the run to participate in raising money for your team. All donations are welcome.
- Ask team members if their employers will match their donations – many will.
- Tell everyone about your fundraising efforts on your Facebook page, twitter, email signature, local newspapers...encourage them to donate and to also come cheer for you at the Run.

For the Run:

- All runners and walkers can preregister by following the instructions at The Arc's website (http://www.arcessex.org/help_run.html). They can also register at the Run.
- Have fun - come up with a team name. Designate a team captain.
- Consider having a unified look. Make team t-shirts, wear team stickers or buttons – dress in something that tells everyone who you are. Design a team sign and carry it when you walk – get creative!
- Find our photographers at the Run to have your team picture taken!

Let us know when you've formed your team (just call Kristy Hartman at 973-535-1181 x1224 or email her at khartman@arcessex.org). We can send you promotional material to aid in your fundraising efforts. See you at the Run!