Join the movement
March 3, 2018
and sign up at
walk.care.org
#WalkInHerShoes
Welcome to CARE’s Walk In Her Shoes, and thank you for being part of a global community of advocates for social justice. Nationwide, and even around the world, amazing organizations like yours are standing — and walking! — in solidarity with women and girls in developing countries as they break through the barriers that hold them back.

On March 3, 2018, thousands of individuals and team members will walk in solidarity with women and girls who must walk that far each day simply to secure water and other basic needs for themselves and their families. While our walking is symbolic, the money your team raises will make a real contribution toward CARE programs that empower women and girls, improving their health and opportunity, expanding their access to a quality education — reducing the distance they must trek every day for their families.

This Welcome Guide contains helpful information Team Captains need to know about CARE’s Walk In Her Shoes and how to make your team’s fundraising efforts a success.

Thank you for joining us — and thank you for walking in her shoes.

Sincerely,

Michelle Nunn
President and CEO
CARE
How Do We Participate as a Team in CARE’s Walk In Her Shoes?

*Walk In Her Shoes* is a global fundraising program supporting CARE’s international development work that empowers women, girls and entire communities to emerge from poverty. Thousands of individuals and groups will raise funds and walk on March 3, 2018 and throughout the month of March.

Walk teams of all types will participate: companies of all sizes, community organizations, social and affinity groups, and even groups of friends. Team members may choose to walk each day individually, or in many cases the Team Leader will organize one large group walk. Walking together can make the event more fun while creating greater visibility.

The Benefits of Forming a Team

There are multiple benefits to participating as a team in CARE’s *Walk In Her Shoes*.

- Philanthropy — *Walk In Her Shoes* is a meaningful way to empower women and girls living in poverty, while demonstrating your organization’s values to employees, customers, colleagues, constituents and the public at large.
- Team-building — Walking for a common purpose is a fun way to build camaraderie and boost morale.
- Networking — Team participation fosters new relationships with peers from other departments.
- Leadership and organizational skills — Participants can hone their leadership skills by volunteering to act as Team Captains.
- Health and wellness — 10,000 steps a day can do wonders for everyone’s health!

How Much Does Each Team Member Need to Fundraise?

There is no required fundraising minimum for CARE’s *Walk In Her Shoes*, but we recommend setting a $250 per-person fundraising goal to start — because fundraisers with a goal simply raise more money than those without one.
TEAM WELCOME GUIDE

Getting Started
You need at least one designated person — or more, depending on the size of your organization — to sign up as a team captain. The team captain(s) should recruit additional walkers, set up and personalize the team fundraising webpage at walk.care.org, and keep everyone excited and motivated.

People who walk on a team raise more money than individual participants, so consider splitting your team by division or department. A little friendly competition adds excitement and results in vastly more fundraising success!

Step By Step

1. Register online at walk.care.org — You can participate in the Atlanta Flagship Walk on March 3, 2018, or walk anytime the month of March with your friends in your own city.
2. Start a team or join a team — Start a team. You can also join a team online and update your participant page sharing your passion for why you are walking.
3. Kick off your fundraising — Set an aggressive goal and kick off your fundraising by making the first donation. Need inspiration? See the following examples of CARE’s services and items that benefit women and girls around the world.
4. Ask friends and family — Upload your contacts to email friends and family. Send emails asking them to join your walk or ask for a donation.
5. Get Social — Use the boundless fundraising to schedule Facebook messages. Ask friends and family to join your team or make a donation.
6. Download the fundraising app — Fundraise on the go. Keep up with online activities and thank everyone immediately and see where you rank as a participant.

Team Motivation
Being part of CARE’s community of like-minded supporters is a great motivation. But it’s important to remember that your attitude and enthusiasm will determine how motivated your team is. Here are some ways to provide an extra boost of motivation to your team members:

- Host a team kick-off. Gather your teammates for an informal meeting to launch your fundraising. It’s best to supplement these meetings with food and beverages to make it feel like a party and not an obligation. Take pictures to post on your fundraising pages and social media!
- Provide company-branded Walk In Her Shoes T-shirts to each team member.
- Create some friendly competition among team members. Here are some simple challenges that you can establish for your team members. The prizes for these titles don’t have to be elaborate — in fact, sometimes bragging rights are enough.
  - Who can raise the most money in one week?
  - Who has received the largest donation to date?
  - Who has sent out the most personal fundraising e-mails?
  - Who has made a personal donation?
  - Who has the highest goal?
  - Who has met and increased their goal?
• Organize your team to walk together during the week.
• Send your team members thank-you notes to let them know how much you enjoyed their company and appreciated their participation.

**Matching Gifts**
Does your company offer a charitable matching gift program? If so, make sure team members fills out the proper paperwork to get their contributions appropriately matched. Determine whether your employer is already in CARE’s [matching gifts system](#). Watch your fundraising dollars double!

**Team Fundraising Ideas**
There are endless opportunities to fundraise as a team. A few include:

• Office casual day
• Social media challenges
• Bake sale
• Garage sale
• Lemonade stand
• Fundraising dinner in partnership with a local restaurant
• Sports challenges
• Walk in the park or around your corporate campus

Remember to enter any money you or your teammates raise offline into the online system so that the funds can count toward your fundraising goal.
Sample Recruitment Letter/Email

Subject: Join Company XYZ’s Walk In Her Shoes Team to save lives, fight poverty and achieve social justice!

CARE is launching a global fundraising campaign — Walk In Her Shoes — to fund its international poverty-fighting programs in developing nations. On March 3, 2018, supporters across the country and beyond will walk in solidarity with women and girls in developing nations who walk long distances each day to fetch water and meet other basic needs.

I am pleased to announce that XYZ is partnering with CARE as a financial sponsor as well as organizing an employee walk team.

I am leading a team of XYZ colleagues and friends to walk and raise money. I would be honored for you to join our team. You can walk anywhere you want — on the treadmill at the gym, around your neighborhood or in a park. Walk with friends, co-workers or loved ones. When you do, you’ll join a global community of advocates speaking up for women’s rights and equality.

Please sign up to join the XYZ Team for Walk In Her Shoes, share our movement with your friends and family, and raise as much money as you can — whether it’s $100 or $10,000.

XYZ walks in solidarity with women and girls in poverty. To join our team, visit the link below.

[Insert link to your Walk Web site here]

Sincerely,

(name)

Contact Us — We’re Here to Help You

Your participation is so important, and our team is here to help. Contact us at events@care.org if you need assistance reaching your team’s amazing fundraising heights.

Thank you again for your commitment to CARE’s Walk In Her Shoes.
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