



The walk **starts and ends** at Howard University Hospital, 2041 Georgia Ave. NW

**Midpoint** - Children's National Medical Center, 111 Michigan Ave. NW

September 20, 2008

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# National SOS Walk 2008

On **September 20, 2008**, thousands will gather at Howard University Hospital for the **National SOS WALK 2008**. Some will walk to support the brave children, men and women living with Sickle Cell Disease in our community. Others will walk to celebrate the lives of those whom we have lost to Sickle Cell Disease. But all share the same vision – the day when there will be a cure, so Sickle Cell Disease will no longer be a threat to those we love.



The **National SOS WALK 2008** will begin and end at Howard University Hospital located 2041 Georgia Ave. NW. The route will wind for approximately 3 miles through nearby neighborhoods to the Children's National Medical Center.

The day begins with registration at **8:00 a.m.** We will begin walking at **9:00 a.m.** but there will be activities going on from **8:15 a.m.-12:00 noon**. Should inclement weather strike, please still plan to come to Howard University Hospital to drop off your pledges and money. Refreshments will be offered along the **SOS WALK** route.



Walking with a team makes **WALK Day** more enjoyable, knowing that others with compassionate hearts share your effort and caring. You can also set team fund-raising goals, use your companies' matching gift program to increase the value of your sponsor's contributions, and help to promote a greater understanding for those living with Sickle Cell Disease in our

community. Your team can also qualify for extra t-shirts and other incentives prizes.

# Why Form a Team?

## ***The Top 10 Reasons to Form a Team:***

1. Teams are motivated by a passionate Captain who inspires them.
2. Team members are inspired by the creative fund-raising strategies of their teammates.
3. Being on a team creates camaraderie and team pride not to mention making **WALK DAY** more fun and meaningful.
4. Teams raise your company or organization's visibility, especially as a good corporate citizen.
5. It's a great excuse to have a social get-together during the fundraising period.
6. Teams may be recognized for their fund-raising efforts through prizes and awards.
7. Teams can hold their own fundraising events – and the SOS WALK staff can help you with ideas as well as provide incentive or raffle items like hats, shirts, etc. **Please call us to help you raise more money. (301-292-3682).**
8. Teams can set concrete \$\$ goals for themselves. You can more easily reach sponsors with team effort.
9. The funds your team raises significantly affects the ability of those living with Sickle Cell Disease to receive vital services.
- 10. TEAM MEMBERS ARE FUN & CARING PEOPLE WORKING TOGETHER FOR A GREAT CAUSE.**

# What Makes a WALK Team?

An **SOS WALK Team** consists of ten or more walkers who raise pledges individually and as a group in support of their WALK Day participation. Whether formed from a company's employees, an organization's members, families, friends or any combination, our teams are the champions who drive **SOS WALK's** success. Teams can range in size from 10 to 1500 members!

**Team Captains** build a team from friends, family and/or co-workers, choose a team name and communicate regularly with their members and the **SOS WALK** staff. Our staff can help Team Captains with all details and with exciting and effective ways to recruit and inspire their Walkers. Captains also collect the money their team members raise off-line and turn it in to the **WALK** staff on one of the three days before the **WALK** or on the day of the **WALK**. After the **WALK**, Team Captains are told of the total dollars raised and the incentive awards their team earned.

**Team Walkers** register as part of a team and then collect pledges from sponsors before the WALK. **Each walker can create his or her own free online fundraising page complete with a personal statement, pictures, mass email and daily updates on pledge totals. Encourage team members to create their page by going to [www.firstgiving.com/sicklecellwalk](http://www.firstgiving.com/sicklecellwalk). It is easy and fun!**

**Teams** are encouraged to bring signs to proudly advertise their companies, schools, churches or other organizations.

Banks, advertising agencies, law firms, government agencies, arts organizations, unions, families and restaurants – all types of groups have formed teams in the past. Some even create their own T-shirts!

## WALK Teams are Fun Groups of Fun People!

For more information on forming a WALK TEAM,  
please call the SOS Walk 2008 at **301-292-3682**  
or visit us at **[www.soswalk.org](http://www.soswalk.org)**

# How to Create & Register a Team

## Step 1

Select a Team Captain or become one yourself!

## Step 2

Register your team at <http://www.firstgiving.com/stompoutsicklecell> and begin to recruit your Walkers. Use the enclosed sign-up sheet or create your own to track your team members. Please be sure to include each Walker's name, email, address and phone number.

## Step 3

**Online:** Encourage your Walkers to go to <http://www.firstgiving.com/stompoutsicklecell> to register for your team and create their personal fundraising page. This new feature allows for immediate registration and continual updates of added walkers and individual and team pledge totals.

**Offline:** Give out pledge sheets to your Walkers when they sign up. If you run out, simply download the forms at <http://www.firstgiving.com/stompoutsicklecell> or call us at 301-292-3682.

## Step 4

Plan for WALK Day on **Saturday, September 20<sup>th</sup>**. Decide on a location where team members can meet before we walk. Some Captains gather their teams to pass out T-Shirts and other incentive prizes. Other teams even enjoy a light breakfast while waiting for WALK to begin. Make it fun for your team members to take part in **SOS WALK!**

**Now you have a team, the next pages will  
tell you what to do with it!**

# How To Recruit Team Members

Let others know that you and/or your organization are forming an **SOS WALK 2008** Team and invite everyone to join. Give out information and pledge forms throughout your company and among your family and friends. ***Here are some terrific ideas to get the word out:***

## **For COMPANIES and ORGANIZATIONS:**

1. Send an email or memo by office mail to all staff and co-workers and put a brief article in the company newsletter. Be sure to include the captain's name, email and phone number.
2. Put a flyer or poster on the bulletin board at work and/or at the Human Resources Department.
3. Insert an announcement or memo with employee paychecks.
4. Put a brief article in the company newsletter. Be sure to include the captain's name, email and phone number.
5. Have an **SOS WALK 2008** sign-up table in the cafeteria or lunchroom a few times between August and WALK Day.
6. Display an **SOS WALK 2008** poster in prominent places such as restrooms, eating rooms and parking garages. Include your name, email and phone number as the contact for more information.
7. Looking for a topic for your next meeting? Hold a Sickle Cell Disease Awareness Forum. Call the Walk office to book a speaker for your group or monthly meeting.

## **For individual, social groups, neighborhood associations, congregations, schools, etc.**

1. Call and e-mail your friends and let everyone know you are forming a team and are looking for team members. Emphasize that it's a great way to have fun while supporting a great cause!
2. Write an article for your group's paper about your WALK Team and about the **SOS WALK 2008**.
3. Put up posters at places you frequent such as your school or your place of worship. Ask if you can put an announcement in the bulletin.
4. Create a flyer or letter and send it around your neighborhood.
5. If you are in college, ask a fraternity and a sorority or a honor society to join you in a group project.

# How Does My Team Raise Money?

**Step 1**      **Get Sponsors!** Each Walker can begin to collect money and pledges immediately.

**Online:** Encourage your Walkers to create their free personal fundraising page at <http://www.firstgiving.com/stompoutsicklecell> and then email family and friends asking them to visit the web site and make a donation.

**Offline:** Distribute pledge forms to allow your Walkers to track and collect cash, credit cards or checks made payable to **National SOS WALK 2008**.

**Step 2**      Find out if your company has a **matching gift program** and how it works. Most companies have a program whereby they match gifts anywhere from \$.50-\$3 for every \$1 you give. *Check with your human resources person today!*

**Step 3**      **Set a team financial goal** and work to keep team members motivated to achieve it.

**Step 4**      **Hold house parties**, raffles, bake sales – anything that keeps your team involved and raising money. (please see the “Fundraising Tips & Tools” page for ideas on your **SOS WALK** fundraiser)

**Step 5**      **Promote and recognize** the involvement of your team members!

- Feature your **SOS WALK 2008** team in your company newsletter or the company Intranet.
- Make weekly announcements through the company email or when you reach marker levels.
- Hang **SOS WALK 2008** posters in lunchrooms and other prominent areas.
- Create Team T-shirts, decals, or other items to give team members.

**Create your personal fundraising webpage at**

<http://www.firstgiving.com/stompoutsicklecell>

# SOS WALK Team Sign-Up Sheet

## Instructions:

Team Captains are responsible for tracking their own Team Members.

### Here's how:

1. Use the included form or create your own to list the names, addresses, email addresses and phone numbers of the Walkers on your team. These should be people to whom you have given a pledge sheet and encouraged to go online at <http://www.firstgiving.com/stompoutsicklecell>. (Use the list yourself to contact your team members regarding events and/or WALK Day.)

Fax your form to us at 1-866-516-3197.

2. **Periodically fax your updates to add to your team registration. (Please do not send duplicates of those already registered – only send updates)**