

Team Captain Guide

Walk for

Kids Help Phone

walkforkidshelpphone.ca

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Thank you for volunteering to be a Team Captain for the 2010 Walk for Kids Help Phone!

You have committed to help kids in your community and across the country by taking on the role of Team Captain! This event is a fun and easy way to engage employees, friends or family, boost team spirit and work to make the lives of young people in Canada better. We hope that you will join us this year!

Walking for Kids

On May 2nd, in your community and more than 50 others across the country, Canadians will be enjoying a great walk outside, fun activities and entertainment, great food and an opportunity to learn more about Kids Help Phone. They will be walking so that kids can contact Kids Help Phone about any question, problem or concern that's affecting them. Money raised from the Walk for Kids Help Phone will enable counsellors to continue providing round-the-clock support to kids in Canada, 365 days a year.

As a charity, Kids Help Phone receives no core government or United Way funding and depends on amazing people like you. We need your help now more than ever.

Your role as a Team Captain is critical to the success of this annual event and this guide is designed to give you easy and fun ideas to make your campaign successful. By leading your co-workers, family or friends through forming a team, collecting pledges and other fundraising activities, you will be helping Kids Help Phone continue being there for kids.

Remember – we're here to help every step of the way!

You can also access great tools at walkforkidshelpphone.ca such as Kids Help Phone videos, Walk for Kids Help Phone posters and pledge forms, and a series of template emails that have been written to help you with your Walk campaign. These emails will help you recruit team members, solicit pledges, and request support from business partners, suppliers, and other organizations.

Please contact Kids Help Phone at walkforkidshelpphone@kidshelpphone.ca at any time for more ideas and support. Thank you again for taking on this very important role for the Walk for Kids Help Phone.

Fast Facts About Kids Help Phone

Young people know that when they reach out to Kids Help Phone, any time of the day or night, they'll be connected with a professional counsellor who can provide immediate, kid-friendly insight, help and direction, no matter what the problem.

Our Services

- Kids Help Phone has been providing help and hope to kids and teens across Canada since 1989
- Kids Help Phone offers toll-free, confidential and anonymous counselling, information and referral services by phone and online
- Kids can reach a professional counsellor by phone at 1-800-668-6868 or online at kidshelpphone.ca
- Last year, Kids Help Phone counsellors connected with kids from almost 3,000 communities more than 2.2. million times
- Young people between the ages of five to 20 contact Kids Help Phone every day
- Young people receive the help they need 24 hours a day, 365 days a year
- Thanks to a database of almost 37,000 community and social services, counsellors can connect young people in need to resources that can provide further help that's located right in their community
- When parents, schools and social services are unavailable, closed, backlogged or simply not accessible because of distance, Kids Help Phone is there
- From sexual abuse to neglect to the death of a parent, help is available for every child in their time of need - day or night

Our Professional Counsellors

- Kids Help Phone is one of the few help lines in the world that uses highly-trained, experienced and professional counsellors on the phone and online
- There are approximately 100 full and part time counsellors working at Kids Help Phone
- Each of Kids Help Phone's counsellors has a minimum of three years of relevant experience in the social service sector
- Kids Help Phone hires a very diverse group of counsellors (ethnicity, education, age, gender) so that they can share their experiences and expertise with kids and each other
- Kids Help Phone counsellors receive ongoing training and development on a wide range of key and emerging issues affecting kids so that they can provide kid-friendly, up-to-date support no matter what the problem



I'm tired of it all Help me.

What Kids Contact Kids Help Phone About

Kids today are dealing with new and more complex issues than ever before. Our professional counsellors hear from kids about every issue imaginable, including:

Alcohol
Drugs
Anxiety
Grief
Loss
Sadness
Anger
Fears
Hunger
Homelessness
Pregnancy
Exploitation
Poverty
Body image
Bullying
Child abuse
Cyberbullying
Depression
Eating disorders
Family dynamics
Gaming addiction
Gangs
Divorce
Puberty
School
Self-injury
Sex
Sexual orientation
Suicide
Violence
About anything

I've been feeling suicidal for months, but it seems like a lot longer. I haven't told anyone.

I'm bullied so much I feel sick inside. I want it to stop but how?

My brother likes to scratch and cut himself and our parents don't know. How can I make him stop?

All I want to do is cry.

People started ganging up on me at school because of things that were said about me online.

I feel like I am reliving the abuse every single day.

My name and picture were posted all over. I felt horrible.

I turned to self-injury because it seemed like the only way out. I'm addicted to it. I'm addicted to any kind of pain, but I'm trying to stop.

I don't know how to deal with life right now. Please help me.

abuse depression
poverty sadness anger

The worst part of the day is trying to get up enough courage to go to school.

How to Build Your Team

The first step to building a successful Walk for Kids Help Phone team is to recruit team members. Here are some ideas to help you get started!

Create Awareness

- Tell everyone you know about the Walk for Kids Help Phone – then follow up and ask them to join your team
- Get your department head, minister, teacher, coach or organization leader to join your team and ask them to motivate and encourage others to participate
- Emphasize that walking and fundraising will help kids in your community be able to talk about the issues that are important to them, any time of the day or night
- Hang Walk for Kids Help Phone posters in your workplace, at your church or community centre, and remind people to join your team! Posters can be ordered from Kids Help Phone

Host an Information Session

- This is a great way to bring people together, get them excited about the Walk for Kids Help Phone and tell them about Kids Help Phone's service. Book a boardroom or invite friends and family to your house, provide some munchies and tell them all about the Walk
- Arrange for a motivating speaker in your workplace or a community leader to speak to your team. Use Kids Help Phone's tools such as videos, local stats, fundraising ideas, etc.
- Tell people about the great incentive prizes that can be earned through fundraising. Visit walkforkidshelpphone.ca for a full list of incentive prizes
- Make it fun – initiate a challenge with another team, play a trivia game, have a raffle, etc.

Make Phone Calls or Send an Email

- In a world filled with text messages and emails, a personal phone call can make all the difference!
- Create an email with attention-grabbing graphics and send it to everyone in your contact list. Include important Walk details and instructions on how to become a team member, or details about how people can pledge you and your team!

Follow Up

- Persistence is key – be sure to remind people to register for the Walk for Kids Help Phone as a part of your team!



Suggested Fundraising Schedule

Get Started

- The earlier you start, the easier it is!
- Register at walkforkidshelpphone.ca and invite as many people as you would like to join your team

Build Momentum (4-6 weeks before the event)

- Host an information session – show an informational video about Kids Help Phone and the Kids Help Phone Power Point Presentation (available from Kids Help Phone)
- Get your team together and brainstorm fundraising ideas – talk about your team’s fundraising and compile a list of people you can ask for pledges. Use the ideas to make a fundraising plan
- Set a team goal - aim for a minimum of \$1,000:
 - Engage your team members in the process whenever possible – they will be more likely to try and reach the goal if they helped to determine it
 - Create team incentives to motivate everyone to reach their personal goals

Sample Team Goal Setting

Number of walkers on your team: **10**. Percentage of walkers collecting pledges: **100%**

Factors for Success	Team Goal \$2,000	Team Goal \$5,000
Average amount raised per walker	\$1,000 (\$100 per team member)	\$2,500 (\$250 per team member)
Team pledges from colleagues, friends, family, etc.	\$400	\$500
Pre-event team fundraising activities (e.g. bake sales, raffles, etc.)	\$600	\$1,000
Total Team Goal	\$2,000	\$5,000

Focus on Fundraising (2-4 weeks before the event)

- Ensure that all your team members have registered online
- Execute your plan! Host team fundraising events and ask everyone on your list to pledge you
- Be sure to stay in touch with your team during this time – celebrate your successes and keep each other motivated. Why not post a thermometer in your lunchroom or online that tracks your team’s success?
- Keep in touch with your Kids Help Phone representative to help answer any questions or to give you more great ideas

Pick up the Pace (7-10 days before the event)

- Continue to thank your team members for all their hard work
- Take on a last-minute fundraising push – follow up with everyone on your list who hasn’t pledged you yet
- Hold a team meeting – discuss ways you can raise a few more dollars and ways to show your team’s spirit at the Walk for Kids Help Phone
- Remind your team members to bring their pledge forms, online fundraising summary and money collected with them on event day

Event Day (Sunday, May 2nd)

- Come out to the Walk for Kids Help Phone and celebrate with your team! Remind team members of the difference they have made in the lives of children in your community and across Canada

After the Walk for Kids Help Phone

- Send a thank you note to everyone who pledged you and let them know how much the Walk for Kids Help Phone raised
- Thank your team members – why not host a team appreciation party?



How to Raise Money as an Individual

In addition to the great fundraising you'll be doing with your team, you can also easily raise money on your own!

- Set your personal fundraising goal – go online to see the great incentive prizes that can be earned!
- Make a list of all the people you know and ask them to pledge you (family, friends, co-workers, neighbours, former classmates, church members, suppliers, etc.). Be sure to share with them why you are participating
- Fundraising experts show that 80% of people don't give because they haven't been asked – so keep on asking until you reach your goal! Start off by asking for a generous pledge from a friend or family member – this sets a high standard for other pledges
- Personalize your pledge page and message, and email it to everyone you know - it's easier than asking in person and you can contact multiple people at the same time
- Find out if your company will match the pledges you receive or pledge you individually
- Take on a pledge challenge to help you reach your goal — ask people to pledge you if you do something daring like shave your head or dress in a costume for an event
- Host a dinner and instead of guests bringing host/hostess gifts, ask them to pledge you
- Consider putting the link to your personal pledge page in the signature block for your corporate email – you'll reach an even wider audience!
- Get your family and friends to help solicit pledges on your behalf

Use this easy plan to raise \$100 in four easy steps:

Step 1	Ask a parent or your significant other to pledge you \$20	\$20
Step 2	Ask two friends to pledge you \$20 each	\$40
Step 3	Ask a relative to pledge you \$20	\$20
Step 4	Ask a co-worker to pledge you \$20	\$20
Total Raised		\$100

Use this easy plan to raise \$250 in four easy steps:

Step 1	Ask a parent to pledge you \$25	\$25
Step 2	Ask three family members to pledge you \$25 each	\$75
Step 3	Ask five co-workers to pledge you \$10	\$50
Step 4	Ask five friends to pledge you \$20	\$100
Total Raised		\$250

How to Raise Money as a Team

Raising money as an individual can be challenging, so why not round up your teammates and do it together? Your colleagues will have great ideas too. Here are some fun and easy ideas to get you started!

50/50 Draw

- Half the proceeds go to the winner and half go to your team!

Bake Sale

- A fun, easy and delicious way to raise funds for your team

Challenge another Team

- To anything! A little competition goes a long way toward raising funds!

Brown Bag Lunch Day

- Encourage your team members to bring their lunch to work one day a week during the month leading up to the event and donate what they would have spent on lunch to your team's goal

Coffee Break

- Host a coffee break with homemade goodies at your office or book club meeting and donate all proceeds to your team

Office Pool/Fantasy League

- You pick the rules and the topic – sports are popular but other ideas can work too, so be creative! Half of the proceeds go to the winner and half to your team!

Games Night

- Invite family, friends, and co-workers over for a night of socializing and board games and charge a nominal admission fee

Trivia Challenge

- Research topics like sports, entertainment, Canadian history and company history and host a trivia night for colleagues and friends
- Charge a fee to participate. The winner receives a prize and all funds raised go to your team

Poker Tournament

- Invite friends over for a rousing game of Texas Hold'em. Charge an entry fee and solicit prizes for the winners (all funds raised go to your team)

Potluck Lunch

- Your team provides the food – everyone else pays to enjoy it

Garage Sale

- A good way to raise funds and clear out the clutter in your house. Involve your whole team and have one gigantic sale!



Registration is Easy!

Online Registration

Online registration is fast and easy at walkforkidshelpphone.ca. Click on the 'Register/Login' button and follow the instructions below.

Past Participants

Simply enter your old 'Username' and 'Password' and click 'Login'. This will save you time and give you access to a list of your past supporters. If you have forgotten your Username or Password, click on the 'Forgot password' link under the register/login fields.

- To get your **Username** from a past registration, enter your **email address** and click enter.
- To get your **Password** from a past registration, enter your **Username** and click enter.

There are Three Registration Choices:

1. Create a Team

This option is for Team Captains and will allow you to register your team and create your individual profile at the same time.

2. Join a Team

This option is for participants wishing to walk as a part of a team, but not set themselves up as captain. Please note - the Team Captain must register the team before team members can join it.

3. Join as an Individual

This option is for participants wishing to walk on their own. Don't worry – if you change your mind and want to join a team at a later date, you can!

Instructions for Creating a Team (for Team Captains)

- Step 1** Choose a Location
 - Step 2** Accept Waiver
 - Step 3** Select Registration Type
 - Step 4** Create Your Team
 - Step 5** Create Your Individual Account
 - Step 6** Confirm Your Information
 - Step 7** Registration Confirmation
 - Step 8** Personalize Your Pledge Page
-

STEP 1 Choose a Location

- Choose the province and then the location where your team will be walking and click on 'Continue'

STEP 2 Accept Waiver

- You must accept the terms and conditions in order to continue on in the registration process. Review the waiver, select 'Accept' and then click on 'Continue'

STEP 3 Select Registration Type

- Choose the 'Create a Team' option and click on 'Continue'

STEP 4 Create Your Team

- Enter your team name and set a team fundraising goal (this can be adjusted at a later date)
- Be sure that the permission boxes are checked to ensure that team members and pledgers can find your team and/or for your team to be listed on the top fundraisers scoreboard and click on 'Continue'

STEP 5 Create Your Individual Account

- Provide your personal information in the spaces provided, choose a Username and Password and click 'Continue'. Be sure to make note of your Username and Password and store them in a safe place so you can access your individual profile at a later date

STEP 6 Confirm Your Information

- Review your personal information
- Set your individual fundraising goal
- Review the permission questions. Be sure the second box is checked to allow pledgers to search for your name when they want to pledge you
- Click on 'Click to confirm all information provided'

STEP 7 Registration Confirmation

- Review your information and click on 'Continue'

STEP 8 Personalize Your Pledge Page

- Friends and family are more likely to give when you have put a personal message and photo on your page



Instructions for Joining a Team (for Team Members)

- Step 1** Choose a Location
 - Step 2** Accept Waiver
 - Step 3** Select Registration Type
 - Step 4** Join a Team
 - Step 5** Create Your Individual Account
 - Step 6** Confirm Your Information
 - Step 7** Registration Confirmation
 - Step 8** Personalize Your Pledge Page
-

STEP 1 Choose a Location

- Choose the province and then the location where your team will be walking and click on 'Continue'

STEP 2 Accept Waiver

- You must accept the terms and conditions in order to continue on in the registration process. Review the waiver, select 'Accept' and then click on 'Continue'

STEP 3 Select Registration Type

- Choose the 'Join a Team' option and click on 'Continue'

STEP 4 Join a Team

- Using your team name and/or your team captain's name, search for the team you would like to join
- When you see the team you would like to join, click on the highlighted team name
- Confirm your team by clicking on 'Join Team'

STEP 5 Create Your Individual Account

- Provide your personal information in the spaces provided, choose a Username and Password and click 'Continue'. Be sure to make note of your Username and Password and store them in a safe place so you can access your individual profile at a later date

STEP 6 Confirm Your Information

- Review your personal information
- Set your individual fundraising goal
- Review the permission questions. Be sure the second box is checked to allow pledgers to search for your name when they want to pledge you

STEP 7 Registration Confirmation

- Review your information and click on 'Continue'

STEP 8 Personalize Your Pledge Page

- Friends and family are more likely to give when you have put a personal message and photo on your page

sadness anger body-image fears homelessness family loss suicide
hunger abuse depression poverty sadness anger body-image fears
anxiety cyberbullying school grief hunger abuse depression poverty
addiction violence about anything anxiety cyberbullying school grief
homelessness family loss suicide addiction violence homelessness
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