

# *Team Kit*



Benefiting the Lupus Foundation of America,  
Philadelphia Tri-State Chapter, Inc.

Now serving more counties in Pennsylvania, Southern Jersey, and all of Delaware!



**5K Run and 2 Mile Walk  
Sunday, October 25, 2009**

## **NEW REGISTRATION & STARTING TIMES:**

8:00 am	Registration Opens
9:15 am	Starting Time

**Carousel House at Memorial Hall Loop  
In Fairmount Park  
Belmont Avenue & Avenue of the Republic  
Philadelphia, PA 19131**

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# Welcome Team Captain!


Thank you for your interest in serving as a Team Captain for the 2009 Lupus Loop! We appreciate your taking the first step toward helping us achieve our goal of making this the most successful Lupus Loop ever. The purpose of this kit is to provide you with the tools you need to make your team's experience fun, successful, and rewarding.

We apologize for the delay in getting you these important materials this year! As some of you may know, we experienced a terrible flood this past January when a pipe burst above our office and destroyed everything. We lost months worth of productivity trying to salvage the important documents we could, but unfortunately we lost a good bit of valuable information. Luckily we have gotten back on track and settled in to our current spot at 500 Old York Road, Suite 110, in Jenkintown, PA. Feel free to stop in for a visit and meet the staff!

As a Team Captain, you are a key volunteer in the fight against lupus. A Team Captain's job is to *encourage* and *motivate* others to *join* your team and to *promote* the Lupus Loop. Team members may be co-workers, family, friends, classmates – anyone! Once your team is in place, you will be the primary liaison between your members and the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc.

Please accept our heartfelt thanks for your spirit and your support of the 2009 Lupus Loop. Let us know what we can do to make your efforts even more successful. Above all, enjoy the Lupus Loop!

# Create Your Team...1...2...3..

1. Go to [www.lupusloop.org](http://www.lupusloop.org) and click on “**Team Center**” button on the left side of the page. Then click on  at the bottom. This will take you to a page called Active.com
2. Once on the active.com page, click on the yellow button that says “**Create Your Team**” in the right-hand column.
3. Log into your account with Active.com or, if you’re new to the Lupus Loop, create a MyActive account.
4. Fill in the name of your team, click “Yes” to receive an email when someone joins your team and fill in your co-captain, if it applies. Click on “Save.”

Your team has been created!

A **Team Fundraising Page**, which you can customize, has also been generated. To find out how to customize this page, refer to page 7.

After clicking on “save,” you will be directed to your **Team Captain Home Page**, where you can **register yourself** immediately and start managing your team.

(You will receive an email from active.com with a link to your Team Captain Home Page so you can access it after you log off.)

## **\*About Active.com**

Active.com is a technology solutions website that helps community organizations improve customer service capabilities and reduce the cost and complexity of managing programs, activities and events.

Active’s software tools facilitate participation and help manage online registrations, reservations, payments, donations and fundraising (via team and individual fundraising pages), memberships, data, customer service and website content. Active.com is a secure website used to process credit card donations and registration fees.

# Register Online

## ❖ Team Captains:

If you did not register immediately after creating your team, go to your Team Captain Home Page using <http://www.active.com/teams/index.cfm>, or the link you received in the email from Active.com.

Under Team Summary, click on:

**NOTE:** [Click Here](#) if you have not yet registered for this event and joined your own team.

Follow the Registration Steps as required.

**NOTE:** Once you register for your team, an individual fundraising page will be automatically generated for you and connected to your Team Fundraising Page. **You can customize this page to fit your individual fundraising goals! For instructions, refer to page 7.** It will keep track of donations that you personally receive on behalf of your team; where as your Team Fundraising Page acts as a summary of all donations collected by all team members.

## ❖ Team Members:

Go to [www.lupusloop.org](http://www.lupusloop.org).

**Under Tools, click on the TEAM CENTER button**

Click on the **Register Online** button then,

Click on the  button.

Select your Type of Registration: **Team Member** (Adult, Child, or Waive Fee if you plan to fundraise at least \$100 as an individual or team member)

Follow the Registration Steps as required and select your team.

**NOTE:** Once you register for your team, an individual fundraising page will be automatically generated for you and connected to your Team Fundraising Page. **You can customize this page to fit your individual fundraising goals! For instructions, refer to page 7.** It will keep track of donations that you personally receive on behalf of your team; where as your Team Fundraising Page acts as a summary of all donations collected by all team members.

# Register by Mail

- ❖ Have **each team member** fill out a 2009 Lupus Loop registration form.
- ❖ **Important! Sign the waiver at the bottom of each form.** Parents must sign for children who are under 18 years of age.
- ❖ Mail to office with proper registration fee (Check, Money Order, or Credit Card).
- ❖ Include Team Name and Team Captain's Name on each form.

## How to Obtain 2009 Loop Registration Forms

Paper forms have been provided in your Team Kit so that your team can get an early start. These forms may be photocopied.


Pre-printed 2009 Lupus Loop brochures will be mailed to individual team members who were registered last year. These should arrive around Labor Day.

If you need additional brochures, please call the office at 215-517-5070 or toll-free in PA, NJ or DE 1-866-517-5070 and request them.

# Manage Your Team

- ❖ Register **yourself** as a part of your team.
- ❖ Set a fundraising goal. You can use the formula:  
$$\$125 \times [\text{the number of team members}] = \text{your team goal.}$$
- ❖ Recruit your team members. A team is **FIVE** or more participants. Ask each person who joins your team to recruit at least 3 other team members.
- ❖ Use your **Team Home Page** to invite others to join your team, email team members, view your roster or **customize your online fundraising page** (for instructions on how to do this, refer to page 7). To access your **Team Home Page** go to <http://www.active.com/teams/index.cfm>. If you need further assistance, please call our office at 215-517-5070.
- ❖ **Post off-line donations to either your Team Fundraising Page or your Individual Fundraising Page.** To do this:
  - Log in to [www.active.com/donations](http://www.active.com/donations), and on the top right of the page, select **Track Offline Donations**
  - Fill out that form with as much information as you'd like to include. If you have multiple checks, or would rather enter a total amount, select **Undetailed Donations** to the right of the page and fill out that form.
  - \*note please** do not check off **Make This Donation Anonymous** unless the donor specifically requests it. This will help to speed up the processing of your Team results in our office.
  - When you're finished, **make sure to click [save this donation](#) at the bottom of the page.**

**\*note:** Once you post your offline donations, collect all the checks you've posted and put them in a separate envelope to turn in on the day of the Loop. Please put your team name on the envelope so we can stay organized!

- ❖ Create team business cards, posters or ads for your neighborhood newspapers. You can download **Team Up for Lupus** posters from our website [www.lupusloop.org](http://www.lupusloop.org). To do this, click on “**Team Center**” on the left side of the page, then click on  .
- ❖ Hold a Team Kick-off Event. Gather family, friends and/or workmates to recruit team members and create enthusiasm for the event.

# FUNdraise With Your Team

- ❖ Use your online **Team Fundraising Page** to contact supporters and keep track of how your team is doing. **To customize this page:**
  - Log into [active.com/donations](http://active.com/donations) and click on “Customize My Webpage”.
  - You can create your own welcome message [click [Edit Campaign Details](#)], move your message and pictures around the page [click [Change Layout Design](#)], or change the colors [click [Set Color Schemes](#)]!
  - For more tips on how to design your page (how to format paragraphs, upload pictures, and change your goal amount), click on “Fundraising Tips”.
- ❖ Ask one person each day to sponsor you in the Lupus Loop.
- ❖ Suggest friendly competition between team members. Set weekly or bi-weekly goals to beat and recognize the team member who reaches it first.
- ❖ Find out if your company has a matching gifts program by checking the Matching Gift list in the Team Center. Matching gifts can double your team’s money!
- ❖ Host a fundraising party or event and ask attendees to pledge their support.
- ❖ **To share your fundraising efforts with friends on**
  - Facebook:** Log onto [www.facebook.com](http://www.facebook.com) and search “Lupus Foundation of America - Philadelphia TriState Chapter” – join our Group for updates on Loop Fundraising, Event Dates, and to meet other Loop Participants!
  - & Twitter:** Log onto [www.twitter.com](http://www.twitter.com) and search “PhilaTriState” – follow us for updates on event dates & Loop progress!
- ❖ Create a donation box with pledge sheet in the lunchroom, lobby or on your desk.
- ❖ Ask. Ask. Ask! Remember, you are asking for support of the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. – not for yourself. When you limit who you ask, you limit the amount you can raise. Even if you are turned down for a pledge, you are doing the very important work of raising awareness about lupus and the work of the Lupus Foundation of America.

**How to Raise \$250 in a Week**

**Day 1: \$25 — Sponsor Yourself**

**Day 2: \$40 — Ask 2 relatives for \$20**

**Day 3: \$45 — Ask 3 friends for \$15**

**Day 4: \$40 — Ask 4 Co-Workers for \$10**

**Day 5: \$50 — Ask 5 neighbors for \$10**

**Day 6: \$25 — Ask your Spouse/Partner**

**Day 7: Celebrate Your Accomplishment!**

**Remember, you can double your donations with your employer's Matching Gifts Program! Forms are usually available from your Human Resources Department.**

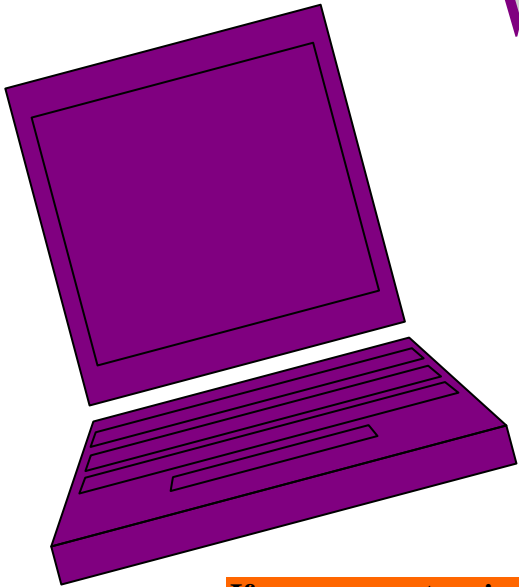
**In Honor of  
Mom**

**Note: For each \$250 raised by a team or team member, you will receive a course marker sign.**  
(Example: If you raise \$500, you will have two signs!)

Please note: **The deadline for Course Marker Signs is Monday, October 19, 2009.** We must have payment and sign wordage by this date in order to process your request. Use the form in the pocket of your team kit to send this information to the office. You may submit wordage for each sign as each \$250 increment is achieved. This form may be photocopied if necessary.

**NEW IN 2009: If you turn in \$500 in donations by Friday, October 2 we can recognize your Team name in text or with a logo on our 2009 Lupus Loop T-SHIRT!**

# Virtual Teams



**If you would like to have a team but are unable to join us on Loop Day, create a Virtual Team!**

## **Registering online?**

**If you are a returning Virtual Team from 2008 or a new Virtual Team in 2009 and using our online registration and fundraising tools, please follow the previous instructions for “Create your Team...1...2...3...” and “Register Online.” Add the word “Virtual” to your team name when creating your team. (Tee shirts will be sent to the Team Captain.) Five or more virtual participants are required for a team. When you and your teammates register, choose “Virtual Walker” as your type of registration.**

Call the office at 215-517-5070 or 866-517-5070 (Toll-Free in PA, NJ & DE) if you need assistance.

## **Registering by mail?**

Mail in your paper registration forms with your payment before the Lupus Loop. Include the word “Virtual” in your team name and check off “Virtual Walker” on the form. Five or more virtual participants are required for a team. Collect donations from your supporters and mail along with your registration forms and the **Yellow Loop Form**. Tee shirts will be sent to the team captain.

**Thank you for supporting the 2009 Lupus Loop & Walk for Lupus Now!**

# Important Deadlines!

- Early Bird discounted pre-registration is **\$20.00** and must be postmarked or entered online by **midnight Wednesday, October 14<sup>th</sup>**.
- Registration is **\$25.00** after **Wednesday, October 14<sup>th</sup>** and on event day.
- Children 12 & Under are \$10 at all times
- Payment and wordage for final Course Marker Signs must be received by 5:00pm on **Monday, October 19<sup>th</sup>**. **Remember**, you can send in wordage for each sign when each \$250 increment is achieved!
- Donations to have Team name or logo on the Tshirt must be received by **midnight Friday, October 2<sup>nd</sup>**.
- Pre-registration closes at **midnight Monday, October 19<sup>th</sup>**.

**Please note:**

No team registrations will be taken on event day due to an expected large crowd. However, we welcome individual walk-up registration on event day.

# Captain's Checklist

## Prior to Loop Day:

- \_\_\_ The captain and each team member has completed a registration form by **Monday, October 19, 2009** (online, by mail or fax).
- \_\_\_ All team members registering by mail have signed the waiver at the bottom of the registration form.
- \_\_\_ If possible, team pledges have been turned in prior to the Lupus Loop, using the **blue** pledge form and self-addressed envelope.
- \_\_\_ Make arrangements to meet your team members at the Team Gathering Area outside the Carousel House. We will have signs to denote the meeting area.

## Event Day:

- \_\_\_ Arrange to **arrive early**. The 5K Run and 2 Mile Walk starts promptly at 9:15 a.m. Registration opens at 8:00 a.m. Walkers and runners start together.
- \_\_\_ Arrange to collect all your team's pledges before coming to the Team Registration table so that they may be handed in using the **white envelope** provided in the Team Kit. Only pledges being turned in on Loop Day should be recorded using the white envelope.
- \_\_\_ Arrange to join your team to have your free Team Photo taken. Signage will denote the area.
- \_\_\_ Make team members aware that only the Team Captain should come to the Team Registration Table for check-in. The team captain should turn in all pledges for the team and will receive the team's tee shirts. (For teams of 20 or more we can arrange special drop-off or pick-up for your team's items in advance of the Lupus Loop.)

# Post Loop Suggestons Is it really over?

- Collect and turn in any outstanding pledges.
- Complete and mail your Post Lupus Loop Team Captain Questionnaire to the Chapter Office.
- Submit your team photo to your company's newsletter, local newspaper, or other community publication to share your success.
- Send a thank you note to each member of your team and encourage them to participate next year.
- Note: The Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. will send a thank you note to every person (if an address is provided) who makes a donation to the Lupus Loop, as well as to every participant upon receipt of their registration.
- **Pat yourself on the back for a job well done!**

**Thank you!**

# Awards

## The Team Challenge Award\*

**The Team Challenge Award** - awarded to the highest fundraising team.

Employee Matching Gift Programs from your employer or those of your sponsors are considered part of the total raised, provided forms are supplied.

**Be sure to stick around for the results!**

## The Team Participation Award

**The Team Participation Award** – awarded to the team with the most members.

## Fastest Team: 5K Race Awards

**1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Place Finish Awards** - for teams competing in the 5K run. (Any number can run, first three finishers count.) Teams may have both walkers and runners – but for 5K Race awards, at least three team members must complete the 5K run portion for scoring.

## Highest Individual Fundraiser\*

**Highest Individual Fundraiser (raising over \$5,000)** will receive a fabulous **three-day, two-night stay** at a location to be announced. **Team members as well as individual fundraisers may qualify for this prize. Team Members: This is why your individual fundraising page matters! Your total as a team member counts for yourself and adds to the team's grand total.**

## Circle of Friends Awards\*

Once again this year we will recognize more than just the highest fundraising team! Below are the fundraising levels for which we will award teams. Any team that reaches a level will be awarded their certificate at the Annual Meeting in September 2010. There is no limit to the number of teams that can receive certificates. Teams will receive certificates for the highest Circle of Friends level achieved only. Circle of Friends Awards will also be posted on the Loop Results page on [www.lupusloop.org](http://www.lupusloop.org).

**Bronze: \$1,000    ~    Silver: \$2,500    ~    Gold: \$5,000    ~    Platinum: \$10,000+**

\*Should there be a close competition between teams for the Team Challenge Award or individuals for the Highest Individual Fundraiser Award, the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. reserves the right to postpone the announcement of a winner until a maximum of 30 days post-event to ensure proper auditing of results. Any funds received during those 30 days time will count towards the team or individual total for the award. Donations received within 30 days of the event will count towards the Circle of Friends certificates.

# Frequently Asked Questions

**Q: I received a team kit from the Lupus Foundation of America, Philadelphia Tri-State Chapter. Does that mean my team has already been created?**

**A: No,** you received a team kit because your team participated in the 2008 or earlier Lupus Loop. Please follow the **Create Your Team 1...2...3** instructions in the team kit to set up your team for 2009.

**Q: I created my team, does that mean I am registered for the event?**

**A: No,** your team information has been recorded but **you and your teammates must fill out the registration form** and pay the fee (either online or by mail) in order to be registered for the event, or you may choose the “Waive the Fee” option if you plan to raise \$100 or more.

**Q: I received a Team Roster in my Team Kit. Does that mean my team participants are already registered?**

**A: No.** The Team Roster that you received is a guide so that you may contact the individuals who participated in your team last year. Each team participant, including the team captain must register for the 2009 Loop, either online or by mail.

**Q: Do I need to register if I plan to raise \$100 or more and will have my registration fee waived?**

**A: Yes.** Pre-registering is still required and will connect you with your team on Loop Day and provide you with a 2009 Lupus Loop T-shirt.

**Q: Can I register online AND have my registration fee waived if I plan to raise \$100 or more in pledges?**

**A: YES!** Follow the registration directions and select the **Please Waive My Adult [or Child] Team Registration Fee.** (I am seeking donations of \$100 or more) option.

**Q: I forgot my USERNAME and/or PASSWORD, what should I do?**

**A.** Go to [www.active.com/donations](http://www.active.com/donations). The screen will prompt you to put in your password or choose **Forget your password?**

1. Click on **Forget your password?** The screen will look like this:

**Do you have an Active.com username and password?**

**Yes.** My username is:

My password is:

**No.** I do not have a username and password.

**Forget your password?**

2. After clicking **Forget your password?** You will be taken to the following screen:

**FORGOT YOUR PASSWORD?**

Enter the email address associated with the account, click "Submit" and an access link to your account will be promptly emailed to you.

**Email:**

Follow instructions accordingly.

**For any questions or additional support, please contact the Lupus Foundation of America, Philadelphia Tri-State Chapter, 500 Old York Road, Suite 110 Jenkintown, PA 19046**

**Phone: 215-517-5070, toll-free in PA, NJ and DE 866-517-5070**

**Email: [amurphy@lupustristate.org](mailto:amurphy@lupustristate.org) or [cjohnson@lupustristate.org](mailto:cjohnson@lupustristate.org)**

**Fax: 215-517-8483**

**Thank you again for your interest in forming a team for the Lupus Loop!  
We hope to make this our best event yet!**

## Sample Team Recruitment Letter or E-Mail

Dear \_\_\_\_\_:

I am writing to tell you about an important event in which I am participating. This October, I will be walking (or running) in the Lupus Foundation of America's 18<sup>th</sup> Annual Lupus Loop to help raise money for the Lupus Foundation of America and further awareness of lupus. In addition to my participation, I am organizing a team.

Will you join me in this important endeavor? (Share your reason for getting involved.) I know it will be a lot of fun. Together we can make a difference in this fight!

The details of the event are as follows:

When:            Sunday, October 25, 2009  
                     9:15 am  
                     Registration opens at 8:00 am and the event usually concludes around noon

Where:           The Carousel House at Memorial Hall in Fairmount Park  
                     Belmont Avenue and Avenue of the Republic  
                     Philadelphia, PA 19131

How:             Let me know if you are interested and I will send you all of the materials and information you need to start your fundraising. My goal is for each team member to raise \$\_\_\_\_\_!

Everyone is welcome, so please invite a friend or two. Proceeds from the Lupus Loop are used to support the programs, services and research efforts of the Lupus Foundation of America, Philadelphia Tri-State Chapter. For more information visit the Lupus Foundation of America's website at [www.lupustristate.org](http://www.lupustristate.org) or contact me at \_\_\_\_\_.

(Be sure to direct them to your team fundraising page if you decide to set one up!)

Thank you for joining my team!

Warm regards,

Your Name

## Sample Fundraising Letter or E-Mail

Dear \_\_\_\_\_:

I am walking with my team, \_\_\_\_\_, in the 18<sup>th</sup> Annual Lupus Loop on October 25, 2009, to raise money for the fight against lupus. Proceeds from the event will be used to support a wide range of educational programs and services as well as the research efforts of the Lupus Foundation of America, Philadelphia Tri-State Chapter, Inc. (Federal ID# 23-7080555).

Lupus is an autoimmune disease that affects 1.5 million Americans, more than leukemia, multiple sclerosis, sickle-cell anemia or cystic fibrosis. It primarily strikes women of childbearing age (15-45 years old) and is more prevalent among African Americans, Hispanics, Native Americans and Asians. Lupus is a serious, life-threatening disease that is poorly understood, difficult to diagnose and can have devastating effects on the body's major organs, including the lungs, heart, kidneys and brain.

**(Include your reasons for participating or your personal connection to lupus.)**

I have committed to raising \$\_\_\_\_\_, and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the Lupus Foundation of America. Your generosity is greatly appreciated and vital to this fight.

Checks should be made payable to the Lupus Foundation of America and all donations are fully tax deductible as charitable contributions. If you like, you can make an online donation by visiting \_\_\_\_\_ (put in your online page if you like or put in our website [www.lupusloop.org](http://www.lupusloop.org)).

Please send contributions to:

Team Member Name  
Team Member Address  
Team Member Contact Information (phone and email)

Thank you in advance for your support of the fight against lupus.

Warm regards,

Your Name

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**Benefiting the**

