

UNITED WAY  
**HOMEWALK™**  
2·0·1·6



# Corporate Team Captain Guide

Saturday, November 19, 2016

Grand Park

[www.homewalkla.org](http://www.homewalkla.org)

**#HomeWalk**



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Included in this Team Captain Packet are some great materials and suggestions on how you can make a difference and help us end homelessness in Los Angeles County.

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## Thank You!



Dear Team Captain-

Thank you for committing to lead your team of friends, family, and colleagues to fundraise and support our 10th Annual HomeWalk.

Last year's HomeWalk brought together more than 12,000 Angelenos to Exposition Park and raised nearly \$1.2 million to move people off the streets and into homes. HomeWalk 2016 will be a historic moment for Los Angeles County, and we are grateful that you have chosen to lead your team and fundraise with us. Nearly 47,000 people - including women, children, and Vets - will have no place to call home tonight.

As we countdown to HomeWalk 2016 on November 19th, we're counting on you. Over the past nine years, we've successfully mobilized **75,000** walkers, raised over **\$6.5 million**, and moved **17,000** homeless individuals into permanent, supportive housing. HomeWalk is no ordinary 5K Family Run/Walk!

Once again, thank you for being a Team Captain for HomeWalk 2016 and leading the charge to end homelessness in Los Angeles County.

Sincerely,

*Elise Buik*

Elise Buik  
President & CEO  
United Way of Greater Los Angeles

## How Your Support of HomeWalk Helps Locally



United Way's core mission is to **Create Pathways Out of Poverty** for all Angelenos. We have joined forces with members of the public, private, and nonprofit sectors to make our vision a reality. In Los Angeles County, there are nearly **47,000** homeless people, including thousands of women, children, and Veterans who sleep on our streets each night. Your financial support of **HomeWalk** helps us achieve our goals of **ending homelessness** and **reducing Los Angeles County's overall homeless rate by 75%**.

Homelessness is an issue that has an economic, moral, and community imperative.

Homelessness costs us nearly **\$1 billion**.

**Since its inception in 2011, Home For Good partners have housed:  
30,000 People**

People are *dying* on the streets. We *know* we can do better for our communities.

**Together we can end homelessness.** Your support of **HomeWalk** helps us get there! Permanent housing with supportive services is a proven model for ending homelessness, with a success rate of **over 85%**. But it takes all of us working together - and success starts with *you*. Please give your money, your time, and your voice so we can save tens of thousands of people from a life of hardship on the streets.

### YOU CAN MAKE AN IMPACT.

\$10 pays for an ID card, which is the necessary first step to apply for housing. \$100 supplies an empty apartment with household goods, to welcome a newly housed neighbor.

***Homelessness is a solvable problem.***

## What is HomeWalk?

**HomeWalk** is the United Way of Greater Los Angeles' signature Five Kilometer Family Walk and Run that mobilizes thousands of Angelenos to raise awareness and funds to end homelessness in Los Angeles County. Over the past eight years, **75,000** walkers have come together to raise more than **\$6.5 million**. 100% of the proceeds from **HomeWalk** go back into the community, **housing 17,000 people** since its inception.

### 10th Annual HomeWalk

**Saturday, November 19, 2016**  
at **Grand Park**

**5 Kilometer** non-competitive Family Run & Walk *(No timing chips, but clocks at start/finish line)*

Sign Up & More Information at:  
**HomeWalkLA.org**

Registration fee is **\$25** – which helps to ensure every dollar raised goes towards ending homelessness!

Thanks to our 2016 **HomeWalk Sponsors**, **100%** of every dollar you raise goes directly to the community!

Every year, over 12,000 people will join their friends, families, companies, and organizations and sign up their teams on **HomeWalkLA.org**. Some even go above and beyond and become a **HomeWalk Hero** – an individual that raises \$500 or more. Each year, **HomeWalk Heroes** raise more than **40%** of our total fundraising and are shining examples of the impact we can have to make a difference in the community.

Each fundraiser who raises \$100 or more earns an official 2016 **HomeWalk** T-Shirt. Throughout the campaign, you will also be entered into some great incentive drawings with prizes for being **HomeWalk** fundraisers!

### 2016 HomeWalk Major Sponsors

*Their Support Ensures That 100% of Every Dollar Raised Goes Directly to End Homelessness*



## How Does My Donation Make An Impact?

When you support **HomeWalk**, you are making a difference for homeless individuals and families throughout Los Angeles County. Below are just a few examples of how your donations are used to better the quality of life for those who are placed into their new permanent home.

### \$2,500 in Donations

Provides a fully furnished apartment for a family

### \$1,000 in Donations

Provides a fully furnished apartment for a single adult

### \$500 in Donations

Provides a bedroom set, including a mattress

### \$250 in Donations

Provides a dining room set

### \$200 in Donations

Provides a permanent housing move-in kit (including pots and pans, bedding, and personal care items) for a family

### \$100 in Donations

Provides a dresser/chest of drawers

### \$50 in Donations

Provides pots, pans, and kitchen utensils

### \$25 in Donations

Provides a bedroom lamp

## HomeWalk Heroes



UNITED WAY  
HOME  
WALK™  
HEROES

**HomeWalk Heroes** raise **\$500** or more to help move thousands of homeless men, women, and children into permanent supportive housing.

### **\$500** can:

- Supply a newly housed individual with all bedroom furnishings needed for a safe night's sleep in a home of their own.
- Give three homeless job seekers a competitive edge with employment workshops designed to strengthen their interviewing and workplace skills.
- Provide short-term relief to a homeless individual through housing, meals, and a network of supportive services.
- As a way of saying "Thank You," our 2016 **HomeWalk Heroes** will receive an exclusive **Hoodie** on Walk Day. Plus, there will be other surprises on Walk Day and throughout the year to show appreciation for their dedication and heart for such an important cause.

## The Team Captain HomeWalk Timeline

### 3 OR MORE MONTHS BEFORE HOMEWALK

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- Register yourself as a Team Captain at [www.homewalkla.org](http://www.homewalkla.org)
- Set your team goals. Choose how much you want to raise for HomeWalk and how many people you want to join your team. Remember that those individuals that raise \$500 or more will become one of our honored **HomeWalk Heroes!**
- Begin building your team. Send emails and letters, utilize your social networks, and pick up the phone to invite friends, family, and colleagues to join you. Be ready to help sign them up as a Team Member on the website and encourage them to set an individual fundraising goal!
- Contact your HomeWalk UWGLA team. Feel free to call or email [homewalk@unitedwayla.org](mailto:homewalk@unitedwayla.org) with questions about HomeWalk and how to fundraise and/or build your team. Let us know if you need brochures and posters for your fundraising and recruitment efforts.
- Keep checking in with your team to see if they have questions or needs. Encourage them to fundraise and remind them that their efforts are helping end homelessness in Greater Los Angeles and impacting people on the street **right now** to find home - *and hope!*

### 2 MONTHS BEFORE HOMEWALK

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- Involve your employer/organization with your fundraising and awareness efforts. Ask colleagues to join your team and post a sign up sheet for those interested to fill out so you can help them sign up online. Also, check with your organization to see if they have a matching gift program that matches gifts made to the United Way.
- Work with community and faith-based organizations where you are involved. Ask people if they would join your team. Also ask if your team and story of why you are involved with HomeWalk can be mentioned in newsletters and internal bulletins!

## The Team Captain HomeWalk Timeline

### 1 MONTH BEFORE HOMEWALK

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- Check in with all of your team members to see if they have any questions, need assistance, or have a wonderful fundraising or awareness story to share! If people need more materials to get the word out, be sure to deliver supplies to them or contact the HomeWalk team at [homewalk@unitedwayla.org](mailto:homewalk@unitedwayla.org) to send out available materials!
- Send out team updates to keep members engaged and excited for HomeWalk and congratulate those having success. Encourage everyone to become a fan of the United Way Greater Los Angeles Facebook ([facebook.com/launitedway](https://www.facebook.com/launitedway)) and Instagram ([instagram.com/launitedway](https://www.instagram.com/launitedway)) pages to stay up to date with announcements including time sensitive incentives with great prizes!
- Consider making a personalized Team T-Shirt or Signage for Walk Day. Team T-Shirts are great to use as a visual aid on Walk Day for team meet-ups. Plus, you can get creative and use them for fundraising (For example, sell Team T-Shirts for \$25 with all proceeds going to HomeWalk and your team fundraising goals!)
- Analyze your fundraising progress. If you are close to your online goal, consider increasing it to encourage support from others to keep up with your pace!

### 1 WEEK BEFORE HOMEWALK

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- Ask team members to send out “don't forget to donate” emails to friends and colleagues and remind them it is still not too late to join the team!
- Send an email to your team to remind them of the HomeWalk location (**Grand Park**), time, and where the team will meet at HomeWalk. Remind them to bring their outstanding cash and/or check donations with filled out donation sheets!
- Make sure you congratulate those that individually raised \$100 or more and remind them that they will receive a T-Shirt at HomeWalk for their incredible dedication & effort! At \$500 or more individually raised, that person is an exclusive **HomeWalk Hero!**



## Corporate Team Captain: 4 Pillars of Success

**Thank you for being a Corporate Team Captain for HomeWalk 2016!**

**There are four areas of focus to make your team a great success. **Recruitment**, **Goal Setting**, **Rewards & Incentives**, and **Messaging**. When done well, your team's fundraising will soar.**

### Recruitment

- Set a team recruitment goal. What size team would we recommend? Any size you like; the more the merrier. What's important is to set a goal and stay focused on it. **HomeWalk** is a great opportunity for team-building.
  - ◇ Some companies have counted the number of staff in their location(s) and then set a goal based on percentage of participants. (If there are 500 employees in a location and the goal is to engage at least 20% of staff, then you would set your recruitment goal as 100!)
- Visit **HomeWalkLA.org** and click on the **Fundraise** tab for email and social media suggested messaging.
- Email **homewalk@unitedwayla.org** to request a specific number of posters, table tents, and brochures to raise awareness around the office.
- Some corporate teams had success by setting 100% participation goals for certain departments and having competitions between department heads.
- Remind colleagues that **HomeWalk** is fun and family-friendly – strollers are welcome! There are opening ceremonies with incredible speakers, installations along the route that educate walkers on the issue and impact, and food trucks for lunch on the lawn. So plan to stay at the end of the 5K, eat lunch, and enjoy!

### Goal Setting

- Set a fundraising goal based on your anticipated recruitment goal.
- **As a general rule of thumb, each team-member should commit to raising \$100 each.** If \$100 per person feels like a lot, consider breaking it out. Fundraisers have had success by asking 10 friends, family members, or colleagues to donate \$10 each to support their participation in HomeWalk.
  - ◇ When you commit to your team goal, if your participation goal is 50, then the fundraising goal should be \$5,000.

## Corporate Team Captain: 4 Pillars of Success

### Rewards & Incentives

- **HomeWalk** has two tiers of fundraising incentives for 2016. At **\$100** raised, an individual will receive an exclusive **T-Shirt** on Walk Day. At **\$500** raised, that person becomes a **HomeWalk Hero** and, along with the T-Shirt, receives a **HomeWalk Heroes Hoodie!** We will also be announcing special limited time incentives throughout the campaign to encourage fundraising that will be announced on **HomeWalkLA.org** and through social media.
- Incentives can make a huge difference, especially those that benefit an entire team. Let's say Team X hits its fundraising goal, then everyone on the team gets a prize. For example, some corporate teams have implemented:
  - ◇ A jeans day for everyone on the team (if applicable)
  - ◇ Pizza party for everyone on the team
  - ◇ The top fundraiser on the team wins a free vacation day
- Consider **departmental competitions**. Set up a Team Captain for each department with their own team online. The department(s) that reach their goal wins a prize.
- Use Rewards and Incentives as a **THANK YOU**. It is imperative that people feel that their dedication and hard work are not expected but appreciated. A hand-written thank you card or a company wide bulletin with sincere thanks can mean a lot to team building and morale.
- Engage an **Executive Champion** - an executive in your organization to show support and enthusiasm for your team's fundraising efforts.

### Messaging

- Connect why your company is passionate in leading a team and actively fundraising for **HomeWalk** and United Way's mission to end homelessness.
- Share to colleagues that nearly **47,000** people have no home and sleep on the streets in Los Angeles County on any given night, including thousands of women, children, and Veterans. We are changing that and reducing homelessness every day through their support.
- Make sure fundraisers know that their money is directly impacting the homeless community. Event sponsors ensure that **100%** of every dollar raised goes directly towards ending homelessness across Los Angeles County and not covering overhead.

## Sample Email / Letter Donation Ask

Dear \_\_\_\_\_,

**[Add personalized greeting and something to catch up with your friend, family member, or colleague.]**

As you might already know, on Saturday, November 19th, I am **[walking/running]** in the 10th Annual HomeWalk to raise money for the United Way to end homelessness in Los Angeles County. Since it began, HomeWalk has helped house over 17,000 formerly homeless people throughout LA County!

**[Insert the reason(s) -- 1 - 3 sentences -- as to why you've chosen to support HomeWalk and why it is important to you]**

I hope that you will be able to join me in my efforts and make a donation to my page by clicking here **[insert link to your personal fundraising page]**. 100% of every dollar raised will go to help the homeless in Los Angeles County. Sponsors cover all of the event costs, so there is no overhead. This means your donation is truly making a difference in someone's life!

Thanks for your consideration!

**[Your Name]**

PS - If you'd prefer, checks can be made out to "United Way of Greater Los Angeles" - don't forget to put "for **[my first and last name]** and **HomeWalk**" in the memo line - and sent to UWGLA, Attn: Bethany Robert, 1150 S. Olive Street, Suite T500, Los Angeles, California 90015.

## Fundraising & Communication Tips and Best Practices

**As a Team Captain, here are six areas to consider as you grow your HomeWalk team and ask for donations to support your efforts:**

### Make it Personal

When asking for donations, be sure to take the time to make **personalized asks**. This can be as simple as changing the first sentence to an email or letter template (provided in this packet). Studies show that people are more likely to respond when communications are individualized as opposed to mass emails and generic letters.

### Who is in Your Network?

After you start reaching out to your “inner circle” of close friends and immediate family, get out your holiday card list! Did you forget anyone? Your address book is always a good place to check to see if you missed someone along the way.

### Don't Be Afraid to Follow Up

Did you know that the average person requires **three to four reminders** before he or she *actually donates*? Being persistent will pay off!

### Consider Changing Your Voicemail

“I'm out training for the HomeWalk 5K Family Run/Walk and can't come to the phone right now. If you would like to donate, leave a message!”

### Update Your Email Signature

Place a sentence such as: “Support my efforts to end homelessness in Los Angeles County by donating to my HomeWalk team” in your email signature. Then use one of our **HomeWalk** logos (available on [HomeWalkLA.org](http://HomeWalkLA.org) in the **Fundraise** section) and place that underneath your text with a direct link to your personal fundraising page. Every email you send will be a reminder of your efforts and you can even update your signature with your progress as you reach and surpass your goal!

### Always Include a “Thank You”

It is *crucial* to **thank your donors** and supporters for helping you reach your goal. Thanking people as they donate with an email acknowledgement is a good first step. People appreciate seeing how they made an impact to something you care deeply about. Sharing your pre- and post-Walk experiences with photos and why their support meant so much to you leaves a great impression on your supporter.

## Showing Your Team Spirit

Many of our **HomeWalk** participants fundraise and receive our official **HomeWalk** 2016 T-Shirt when they individually reach the \$100 level. In addition, numerous *teams* love to make their own T-Shirts and signs to show why they care about ending homelessness in Los Angeles County.

Some teams have even found success selling Team T-Shirts where proceeds raised from their sales go to support their fundraising!



### T-Shirt & Sign Tips:

- Be bold! Design your shirts and signs with color and a meaningful design or photograph that communicates your team's passion! The more unique, the better!
- Ask local companies to sponsor your shirt! Adding their logo with your design could be a win-win!



## Frequently Asked Questions

### How much does it cost to register for HomeWalk 2016?

The registration cost is \$25 for walkers and runners (this \$25 event fee helps to ensure that every dollar fundraised goes straight towards ending homelessness in Los Angeles County).

### What's the difference between walking and running?

Participants who register as runners will start at 8:45am. Walkers will line up right afterwards and begin the course.

### How much of my donation goes to ending homelessness in LA County?

Through the generosity of our HomeWalk sponsors, 100% of your donation goes to help those in need. Our partners proudly sponsor and underwrite the cost of the event so *your* donation can make the most impact possible.

### How can I make a cash donation?

Email Bethany Robert at [homewalk@unitedwayla.org](mailto:homewalk@unitedwayla.org) and we will mail you a donation envelope. Then you may turn in your donation envelope on event day.

### How can I make a check donation?

Use the sample donation form included in this guide (or find more on our website - [www.homewalkla.org](http://www.homewalkla.org), and mail the form and check to: United Way of Greater Los Angeles, Attn: Bethany Robert -HomeWalk, 1150 S. Olive Street, Suite T500, Los Angeles, CA 90015. All checks can be made payable to "United Way of Greater LA."

### Is my donation tax-deductible?

Donations are tax deductible to the fullest extent allowed by law. You must complete the hard copy donation form, so that we have your information. If the donation is over \$250, you must request a receipt and you will then receive one via e-mail.

### Can I participate without registering?

No, anyone without a HomeWalk 2016 bib (provided at time of check-in) will immediately be directed off the course.

### Are strollers, carriages or walkers of any kind allowed?

Yes, absolutely! HomeWalk is a family-friendly event and we invite runners and walkers of all ages to join in on the fun!

### Are bikes, skateboards or skates of any kind allowed?

No, anyone attempting to use these types of equipment will immediately be directed off the course.

### Are animals of any kind allowed?

No, with the exception of pets such as service dogs who must accompany their owners for medical reasons.

# Signing Up Your Team Online

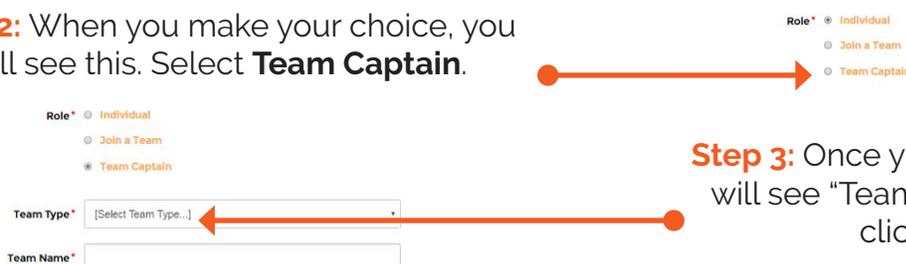


**You've Gone to HomeWalkLA.org and Clicked "Register"... Here's How You Become a Team Captain & Create Your Team!**

**Step 1:** The first page will determine your registration type. As a Team Captain, you can be a Walker or a Runner - you make the call! Click your choice.

*Remember: your \$25 Registration Fee helps to ensure that every dollar fundraised goes straight towards ending homelessness in Los Angeles County.*

**Step 2:** When you make your choice, you will see this. Select **Team Captain**.



**Step 3:** Once you select Team Captain, you will see "Team Type" and "Team Name" - click on **Team Type**.

**Step 4;** This is where you choose your **Team Type**. If you are a Friends & Family Team, select that. If you are primarily a Corporate or Work Team, select that. (Non-Profit Team and Other are your other options.)



**Step 5:** Once you have selected your Team Type, it is time to name your team! Be creative!

As soon as you have decided your 2016 HomeWalk Team Name and typed it in the box, click **Continue To Next Step!**



## Signing Up Your Team Online

UNITED WAY HOMEWALK 2·0·1·6  
 Join the 5K Family Run/Walk to end homelessness.

Event Info Mission Fundraise Incentives Sponsor

**Registration Details** Step 2 of 5

Personal Fundraising Goal\*   
Walker participants must have a goal of at least \$100.00.

Team Fundraising Goal\*

What is your gender?\*  Male  Female

What is your age on race day (November 19, 2016)?\*

Which community do you most closely identify with in Los Angeles County?

Are you a past HomeWalk participant?\*  Yes  No

How did you hear about HomeWalk?\*

What is the primary reason you are registering for HomeWalk?\*

Are you a current or past UWCLA donor?\*  Yes  No

Which UW staff member referred you to HomeWalk 2016?

Are you a UWCLA staff member?\*  Yes  No

I Agree to the [Terms and Conditions](#)

**CONTINUE TO NEXT STEP** CANCEL

### Step 6:

Enter all of your **Registration Details**, including your **Personal Fundraising Goal** (what you are planning to raise personally) and your **Team Fundraising Goal** (what you plan to raise in total as a team with your teammates).

Once you have filled out all of the forms and required details, click **Continue To Next Step!**

UNITED WAY HOMEWALK 2·0·1·6  
 Join the 5K Family Run/Walk to end homelessness.

Event Info Mission Fundraise Incentives Sponsor

**Contact Details** Step 3 of 5

Been here before?  
[Login to your account](#) to prefill the fields below with your information.

First Name\*

Last Name\*

Address\*

Apt. Suite, Bldg

City\*

State/Province\*

Zip/Postal Code\*

Country\*

Phone\*

Mobile Phone (Optional)   
 Sign up for text alerts? ⓘ

Company or Organization Name

Title

Account Information

Email Address\*

Confirm Email\*

Create a Password\*

Confirm Password\*

**CONTINUE TO NEXT STEP** CANCEL

### Step 7:

Enter all of your **Contact Details**,  
 \*Note if you signed up for HomeWalk in 2015, you can click **Login to your account** and enter your email address and password to fill all of this for you!

If you are new to HomeWalk, fill out all of the forms and required details, then click **Continue To Next Step!**

# Signing Up Your Team Online

UNITED WAY HOMEWALK 2·0·1·6 1 YEAR ANNIVERSARY

Join the 5K Family Run/Walk to end homelessness.

Event Info Mission Fundraise Incentives Sponsor

**Donation & Payment Information** Step 4 of 5

Make a Donation  Yes I'd like to make a donation toward my fundraising goal.  No thanks.

**Billing Totals**

Registration Fee \$25.00

Promo Code

Total Billed Today \$25.00

**Billing Details**

Payment Method \*  VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

Card Number \*

Name on Card \*

Card Exp Date \* [Month] [Year]

Security Code \*  [What is this?](#)

Billing Address \*

Apt, Suite, Bldg

Billing City \*

Billing State/Province \* [Select...]

Billing Zip/Postal Code \* 12345(-1234)

Billing Country \* United States

Phone \* 123-123-1234

## Step 8:

This is where you will confirm your **Registration Fee** Total (**\$25**). You will also have the option of jumpstarting your fundraising by making an additional donation to your page.

If you have a specific Promo Code, you must enter it in the Promo Code box here. If you do not have a code, continue to the Billing Details section.

If your credit/debit card **Billing Details** are *different* from your **Registration Details**, be sure to enter your correct information in this section.

Once you have filled out all of the forms and required details, click **Continue To Next Step!** (You are almost done!)

# Signing Up Your Team Online

## Step 9:

It's time to review and double check your information! Please make sure all of your responses and answers are correct. Once you are satisfied and ready, click **Complete Registration** either at the top or bottom of the page!

Please review your details below and click the Complete Registration! button.

**COMPLETE REGISTRATION**

**Registration Type** [\(Make Changes\)](#)

Participant Type	Walker
Role	Team Captain
Team Name	HomeWalk2016
Team Type	Company Team

**Registration Details** [\(Make Changes\)](#)

Personal Fundraising Goal	\$1000.00
Team Fundraising Goal	\$5000.00
What is your gender?	Female
What is your age on race day (November 19, 2016)?	25
Which community do you most closely identify with in Los Angeles County?	Metro LA (incl. Hollywood, Downtown, Koreatown, Mid-Wilshire & Silverlake)
Are you a past HomeWalk participant?	Yes
How did you hear about HomeWalk?	UW Workplace Campaign
What is the primary reason you are registering for HomeWalk?	I care about ending homelessness.
Are you a current or past UWCLA donor?	Yes
Which UW staff member referred you to HomeWalk 2016?	Bethany Robert
Are you a UWCLA staff member?	No

**Contact Details** [\(Make Changes\)](#)

First Name	Test
Last Name	Test
Country	United States
Address	1234 Test Dr
Apt, Suite, Bldg	N/A
City	Los Angeles
State/Province	CA
Zip/Postal Code	12345
Home Phone	123-123-1234
Mobile Phone	N/A
Company or Organization Name	N/A
Title	N/A
Email Address	test@unitedwayla.org

**Donation & Payment Information** [\(Make Changes\)](#)

Additional Donation	No
Registration Fee	\$25.00
Payment Type	Credit Card
Name on Card	Bethany R Robert
Card Number	*****4655
Card Exp Date	11/2017
Country	United States
Address	1234 Test Dr
Apt, Suite, Bldg	N/A
City	Los Angeles
State/Province	CA
Zip/Postal Code	12345
Phone	123-123-1234

**COMPLETE REGISTRATION** **CANCEL**

**Welcome, Team Captain!**

You are now officially registered as a Team Captain for HomeWalk 2016!

Thanks for registering! Would you like to [register another person?](#)

### HomeWalk 2016



Thank you for registering as a HomeWalk 2016 Walker! You are joining United Way and 15,000 HomeWalkers to end homelessness in LA County. If you haven't done so already, consider kicking off your fundraising today with a personal [donation](#) to HomeWalk.

While you're logged in, you can also customize your fundraising page with a personal message and photos, and link your Facebook and Twitter accounts with the click of a button! By posting today, you're already on your way to becoming a [HomeWalk Hero](#).

Please note, your donation and/or registration fee may take up to 10 minutes to show up on your fundraising page.

- Share**
- Invite Others to Donate
  - Share on Facebook
  - Share on Twitter
- What's Next?**
- Register Another Participant
  - Personalize Your Fundraising Page
  - View Dashboard
  - Make a Donation

## Your Team Captain Dashboard: Log In



### Step 1!

Click on Sign-In to login to your **Team Captain Dashboard**

### Step 2!

Enter your email address and password that you chose when you registered.

#### Account Login

Email Address:

Password:

LOGIN

[Forgot Password?](#)



## HomeWalk 2016

11/19/2016 Los Angeles, CA / Team: [Sprinters](#) Captain: You

### YOUR FUNDRAISING

### YOUR TEAM FUNDRAISING

#### Ask Friends to Donate

Email is the #1 way people ask for donations on the web. Import contacts from your webmail, create a message and send to your friends!

[CREATE A MESSAGE](#)

#### Your Stats

1 / 1 Team Rank	2 / 3 Overall Rank	0 Donor Emails Sent
1 Donations Received	\$25.00 Largest Donation	\$25.00 Average Donation

#### Your Fundraising

- [View Your Page](#)
- [Edit Your Page](#)
- [Make a Donation](#)
- [View Donations Received](#)
- [Register Another Participant](#)

#### Ask Friends to Donate

[f](#) [t](#) [g+](#) [in](#)

#### Event Information

- [View Event Page](#)
- [Print Event Info](#)
- [Download Resources](#)

### Step 3!

Welcome to your **Team Fundraising Dashboard!** (Clicking **Dashboard** will take you back to this page from any screen.)

The default setting will let you edit your personal fundraising page to add photos and your story.

You can view your personal fundraising and team fundraising from this area.

## Team Captain Dashboard: Sending Emails

### Send Emails: Step 1

Click on Messages to get to your email

### HomeWalk 2016

11/19/2016 Los Angeles, CA

**Give Yourself a Gift**  
Inspire others by making a donation toward your fundraising efforts!

[MAKE A DONATION](#)

### Send Emails: Step 2

You can add contacts from your personal address book or compose a message and add contacts on this page!

### HomeWalk 2016

11/19/2016 Los Angeles, CA

[SENT MESSAGES](#) [COMPOSE A MESSAGE](#) [DRAFTS](#) [CONTACT LIST](#)

1 Choose a message type\*  
Ask a Friend to Donate

### Send Emails: Step 3

Write your email! You can choose to send a test to yourself, save the draft for later, or send your message to your contact list now!

UNITED WAY HOMEWALK 2016  
10 YEAR ANNIVERSARY

Join the 5K Family Run/Walk to end homelessness.

[Event Info](#) [Mission](#) [Fundraise](#) [Incentives](#) [Sponsor](#)

### HomeWalk 2016

11/19/2016 Los Angeles, CA

[SENT MESSAGES](#) [COMPOSE A MESSAGE](#) [DRAFTS](#) [CONTACT LIST](#)

1 Choose a message type\*  
Ask a Friend to Donate

2 Recipients\*  
Select from Contacts [Import from Webmail](#) or [CSV](#)

Please note: you may separate email addresses by comma, semicolon, or one address per line.

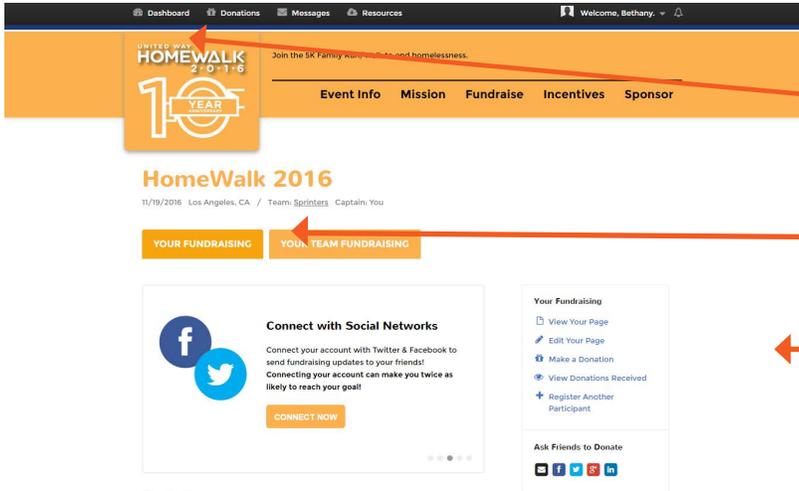
3 Subject\*  
Support test test in the HomeWalk 2016 event

4 Message\*  
Styles [U](#) [B](#) [I](#) [List](#) [Link](#) [Image](#) [Video](#) [Table](#) [Code](#) [Undo](#) [Redo](#)

We'll include fundraising page links in your message.

[SEND MESSAGE](#) [SAVE DRAFT](#) [SEND TEST MESSAGE TO MYSELF](#)

# Team Captain Dashboard: Updating Your Page



## Update Your Page: Step 1

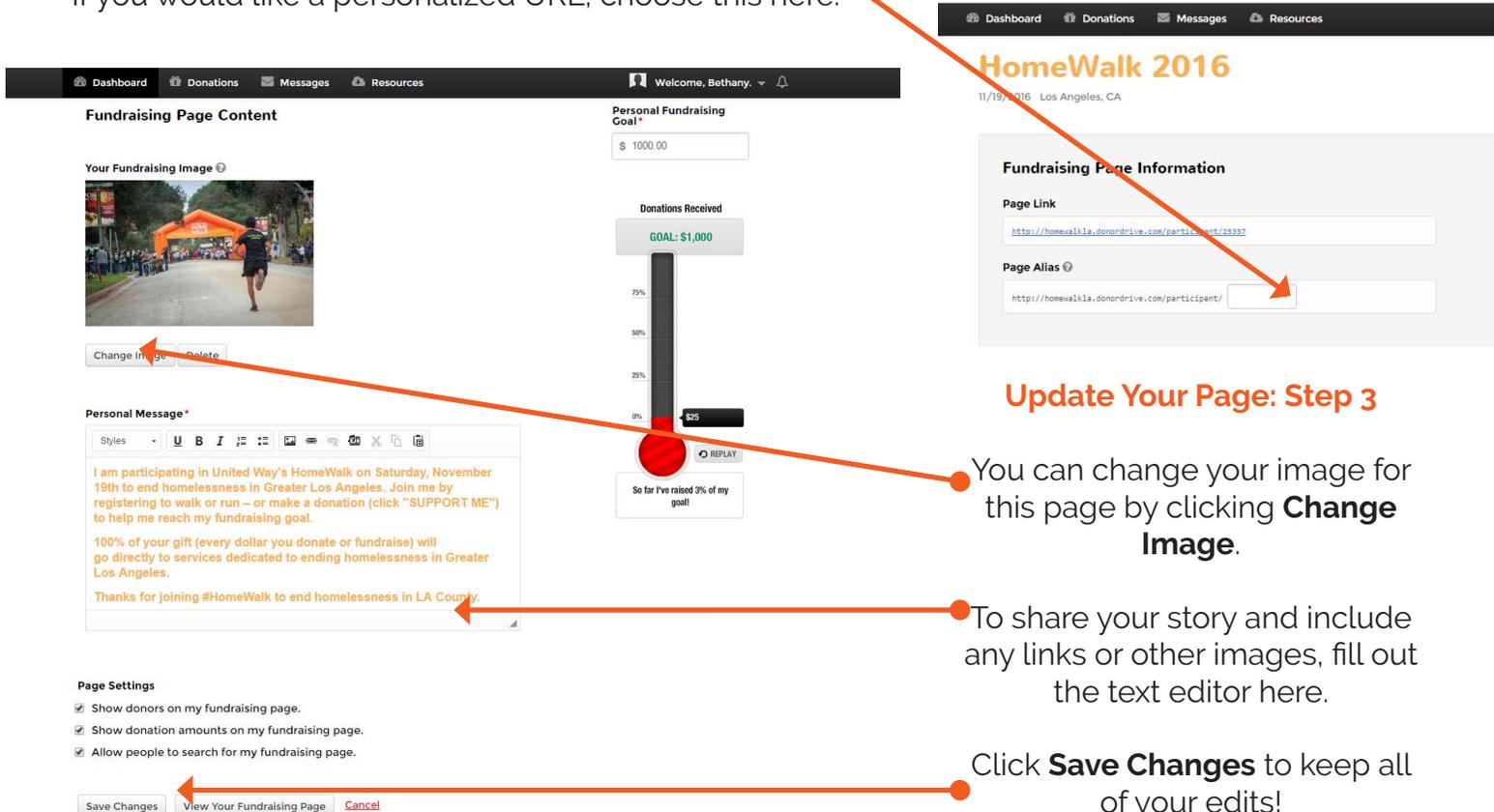
Clicking **Dashboard** will bring you back to this page. Click on **Your Fundraising** to see your individual page.

Click **Edit Your Page** to edit.

To edit your **Team Page**, follow the steps below but click on **Your Team Fundraising** first.

## Update Your Page: Step 2

If you would like a personalized URL, choose this here.



## Update Your Page: Step 3

You can change your image for this page by clicking **Change Image**.

To share your story and include any links or other images, fill out the text editor here.

Click **Save Changes** to keep all of your edits!

## Update Your Page: Step 4

Once you save your edits, you will see this confirmation.



# Team Captain Dashboard: Donations & Thank You's

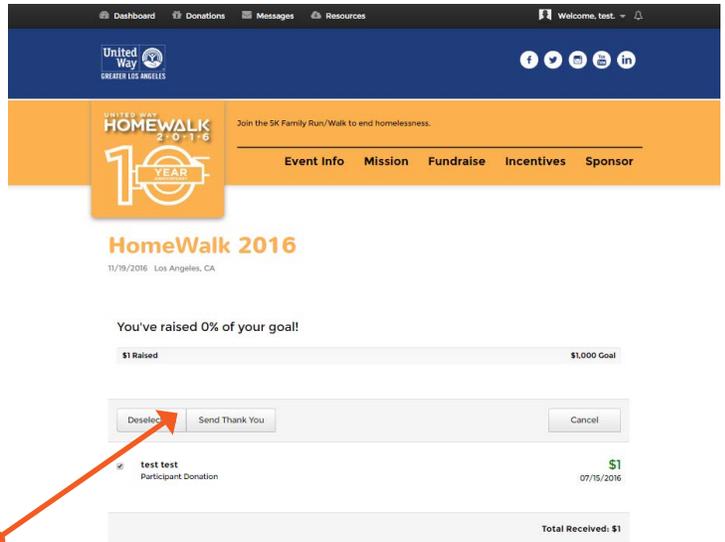
## Donations & Thank You's: Step 1

Clicking **Donations** will bring you to this page.

This will allow you to see any donations you have received to you or to the team.

To send a specific thank you, use the search tool to find your donor.

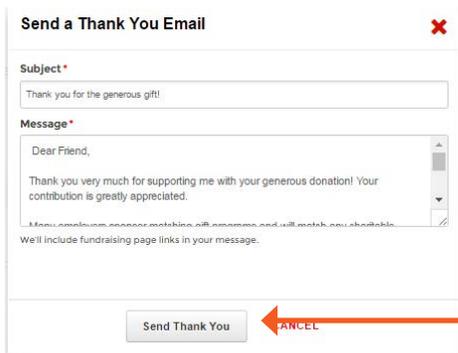
To send to a list, click **Thank Your Donors**.



## Donations & Thank You's: Step 2

You can also choose certain donors or **Select All** to send a thank you email to your entire donor list after you have selected **Thank Your Donors** from Step 1.

When you are ready to send a Thank You, click **Send Thank You**.



## Donations & Thank You's: Step 3

A pre-written message is ready for you to use or you can choose to customize your thank you to your donors.

Once you are happy with your note, click **Send Thank You** from the pop up and your message will be sent!



## Check / Credit Card Donation Form

### Personal Information

FIRST NAME	M.I.	LAST NAME	
E-MAIL		TELEPHONE	
ADDRESS			STE./FL./APT.
CITY	STATE	ZIP CODE	COUNTRY
PLEASE ALLOCATE MY DONATION TO: (INDIVIDUAL'S NAME OR TEAM NAME)			
THIS DONATION IS ON BEHALF OF A COMPANY		<input type="checkbox"/> YES <input type="checkbox"/> NO	COMPANY NAME

### Suggested Donations

Become a HomeWalk Hero!	\$500	CHECK HERE <input type="checkbox"/>
Earn a Walk Day Commemorative T-Shirt	\$100	CHECK HERE <input type="checkbox"/>
Help Those In Need In LA County	\$25	CHECK HERE <input type="checkbox"/>
Enter A Meaningful Amount of Your Own	\$ _____	CHECK HERE <input type="checkbox"/>

### Payment Information

<input type="checkbox"/> If your billing information is the same as your personal information above, please check this box. If not, please fill in all of the fields below.		CREDIT CARD TYPE <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX		<input type="checkbox"/> PAY BY CHECK Please make check payable to <b>United Way of Greater Los Angeles</b>	
CARD NUMBER		FULL NAME			
EXPIRATION (MO./YR.)		ADDRESS		STE./FL./APT.	
NAME ON CARD		CITY		STATE	
SIGNATURE		DATE	ZIP CODE	COUNTRY	

### What's Next?

Once you have completed this form, please mail it to us at: United Way of Greater Los Angeles 1150 S. Olive Street, Suite T500, Los Angeles, California 90015, Attn: Bethany Robert