

# 2011 Team Captains Guide



*"Make this the first day of your new healthy life."*

**Sunday, September 25  
Mission Bay Park, De Anza Cove  
San Diego, CA**





## **Benefits for Company And Organization Teams**

The Girl Scouts NewDay5K associates companies with a powerful cause, increasing corporate credibility, brand exposure and consumer loyalty.

According to a recent Cone Corporate Citizenship Study, a company's involvement with programs like the Girl Scouts NewDay5K enhances employee loyalty and boosts morale:

- **81% of Americans consider a company's social commitment when deciding where to work.**
- **89% of American believe that corporations and nonprofits should work together to raise money and awareness for causes. Moreover, 82% say that these types of partnerships result in a more positive image of the company.**
- **89% of Americans can name a company which they believe to be a strong corporate citizen. This is up from 26% in 1999.**

The Girl Scouts NewDay5K provides an opportunity for companies to attach their brand to a cause, helping grow sales, build customer loyalty, and increase trust among their employees.

By participating in the Girl Scouts NewDay5K, companies and their employees can make a difference in their community by supporting Girl Scouts, San Diego-Imperial Council's efforts to build girls of courage, confidence, and character, who make the world a better place.

If your company wants provide financial sponsorship for the NewDay5K and 1-mile Run/Walk in addition to forming a corporate team, please contact Jody Sims at [jsims@sdgirlscouts.org](mailto:jsims@sdgirlscouts.org)

# Team Captain Information

## Facts About Girl Scouts NewDay5K

The Girl Scouts NewDay5K and Sharp Health Expo will be held Sunday, September 25, 2011 at Mission Bay Park De Anza Cove, in San Diego. The 1-mile run/walk starts at 7:30 a.m. and the 5K run/walk starts at 8:00 a.m. All ages, female and male, individuals and teams are welcome.

Proceeds benefit the Girl Scouts' Live Healthy, Lead Healthy programs which include the Girl Scouts' anti-bullying program called R.A.N.T. (Revolt Against Negative Talk), G.E.M.M. (Girls Empowered to Make Movies), PHIZ (Positive Healthy Image Zone), and numerous sports and fitness programs, events and workshops .

Official website: [www.sdgirlscouts.org/newday5k](http://www.sdgirlscouts.org/newday5k)

## REGISTER

If you have not already done so, you need to register online now at [www.sdgirlscouts.org/newday5k](http://www.sdgirlscouts.org/newday5k). There are 4 steps to this process.

1. Click on the button **REGISTER ONLINE** which will take you to the active.com registration page.
2. Select the button **CREATE YOUR TEAM**.
3. After you've set-up your team info, go back to the event home page and click on the green button **REGISTER NOW** so you can sign yourself up, pay for your registration and join **YOUR** team.
4. Finally, you have the option to go to the "Fundraising Information" section on the event home page and choose **CLICK HERE** to create your **TEAM FUNDRAISING PAGE**.

## RECRUIT

Make a list of possible team members, team names, and a fundraising goal.

Email or call your friends, family, and co-workers with information about your team. If by email, be sure to include a live link to the NewDay5K online registration site ([www.sdgirlscouts.org/newday5k](http://www.sdgirlscouts.org/newday5k)) and one to your team fundraising page. Sample emails and flyers are included in this guide.

Ask your company's payroll department if you can insert an event flyer and team info with paychecks.

Talk to your company's human resources and marketing/communications department to get other ideas about promoting the team at work.

Promote the Girl Scouts NewDay5K with an article in your company newsletter, church bulletin, or student newspaper.

Post flyers in your company's break rooms.

Set-up our own team Facebook page and share it with your friends. Be sure to include a link to your fundraising page.





## Fundraising Ideas

**Start Early** – The earlier you start, the more money you will raise.

**Set a Goal** – Goals = success.

**Ask** – The key is to ask! If you don't ask, the answer is always no!

### How to Raise \$1000

Ask 10 co-workers for \$15

Ask 10 friends for \$20

Ask 5 neighbors for \$20

Ask 10 family members for \$30

Ask 5 businesses for \$50

*If you increase the amount you request, you can easily increase the amount you raise!*

### Who to Ask

Create a list of everyone you know. Everyone! Relatives, friends, neighbors, coworkers, classmates. Your doctor, dry cleaner, babysitter, auto mechanic, boss. The guy behind the counter at your local coffee shop. Each contact you have during the course of the day is a potential conversation about a donation and your team.

### How to Ask

You are asking your sponsors to do their part so that we can make Girl Scouting affordable to every girl—regardless of her family income. We depend on contributions from individuals, foundations, and corporations. Their donation supports the Girl Scouts' Live Healthy, Lead Healthy programs which include the Girl Scouts' anti-bullying program R.A.N.T. (Revolt Against Negative Talk), G.E.M.M. (Girls Empowered to Make Movies), PHIZ (Positive Healthy Image Zone), and numerous sports and fitness programs, events and workshops. While a girl pays just \$12 in annual dues, it costs our council \$258 to provide her with a year of high quality programs.

The number one reason people donate is because they were asked. If you ask someone for \$50, you might get \$50, or you could get less. You don't lose anything if someone says "no" to your request or gives less than you ask for. But you are losing out on a potential donation if you don't ask in the first place.

## **Online Donation**

The easiest and quickest way to raise donations is by email. To do this, you can sign up for a personalized fundraising page at [www.sdgirlscouts.org/newday5k](http://www.sdgirlscouts.org/newday5k) . Email your fundraising page link to gather donations. Send email requests on a regular basis.

## **Ask your local community groups**

Ask houses of worship, professional organizations, and volunteer organizations if you can make a 5-minute announcement at their next meeting and distribute personalized event info cards with link to your team's online page.

**Collection Jar** – Place collection jar with on your desk and in common break areas for “impulse” donations. Make sure you let people know the donations go toward Girl Scout's New Day 5K.

**Wine and Cheese Party** – Gather an assortment of wine and cheese and invite your friends and family over for a special party for \$20 per person. Even better, try to get the wine and cheese donated!

**Dress Down Days at Work** – Ask management if you can have Dress Down Days to benefit your team at work. Charge people \$5 to wear jeans on a Friday or other specified day. This is a quick and easy way to raise big bucks. Everyone wants to be casual at work; help people fulfill that desire and contribute to a great cause.

**Host a Game Night Party** – Get out the board games and invite your friends over! Charge an entry fee to play (the entry fee goes to the Girl Scouts NewDay5K). You could even offer prizes – have everyone bring a wrapped white elephant gift (something they don't want, perhaps a re-gift) and whomever wins a game, they get to select one of the prizes.

**Get Fit Club** – Invite your friends or co-workers to join you for weekly or daily work-outs. These could include running, walking, stretching, or all three. Charge a membership fee of \$1 per day or \$5 per week or \$20 for the summer. You collect the money and add it to your online fundraising page or ask each of them to sign-in and make the donation on your page.

**Remember to include the FUN in Fundraising.  
Use your creativity!**

# Team Awards and Incentives

Money Raised	Captain's Prize	Team's Incentive
Over \$5,000	Urban Campout tickets for 2	Team Building Workshop for up to 20 people at Girl Scouts Adventure Zone; Team Photo; GS Water Bottles Team tent/booth at Expo; recognition in GS Annual Report
\$4,001-5,000	Spa or Golf (Choose between a spa package or a day on the links)	Team Photo; GS Water Bottles Girl Scout Cookies; Team tent/booth at Expo
\$2,501-4,000	Signature GS Sweatshirt	Team Photo; GS Water Bottles Girl Scout Cookies; Team tent/booth at Expo
\$1,000-2,500	Insulated Cooler Bag	Team Photo; GS Water Bottles Girl Scout Cookies
\$500- \$1,000	Girl Scout Cookie Tower	Team Photo; GS Water Bottles Girl Scout Cookies

## Judged Awards (at event only)

Most Original Team Costume	Girl Scout cookies
Largest Friends & Family Team	Girl Scout cookies
Best Representation of your Company or Organization	Girl Scout cookies
Best Team Spirit	Girl Scout cookies
Most Outstanding Booth Décor	Girl Scout cookies
Best use of event theme	Girl Scout cookies

***Make this the first day of your new healthy life***

# Team Captain Resources

These sample flyers, registration forms, and e-mail blasts can help you recruit new team members and help you with fundraising. Good luck!

For more information, please call: Jody Sims (619) 610-0784 or e-mail [jsims@sdgirlscouts.org](mailto:jsims@sdgirlscouts.org)

## Sample Email or Letter:

SUBJECT: JOIN MY TEAM!

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

Join me Sunday, September 25, 2011 for the Girl Scouts NewDay5K and Health Expo at Mission Bay Park DeAnza Cove.

Proceeds from this event benefit the Girl Scouts' Live Healthy, Lead Healthy programs which include the Girl Scouts' anti-bullying program R.A.N.T. (Revolt Against Negative Talk), G.E.M.M. (Girls Empowered to Make Movies), PHIZ (Positive Healthy Image Zone), and numerous sports and fitness programs, events and workshops.

Local Girl Scouts need our help to keep Girl Scouting affordable to every girl – regardless of her family income. While a girl pays just \$12 in annual dues, it costs our local Girl Scout Council \$258 to provide her with a year of high quality programs.

This year, I'm putting together a team called

\_\_\_\_\_.

My goal is to raise \$\_\_\_\_\_

The 1-mile run/walk starts at 7:30am and the 5K run/walk starts at 8:00am. All ages, female and male, individuals and teams are welcome.

PLUS. . . lots of giveaways, food, entertainment and fun.

Go to [www.sdgirlscouts.org/newday5k](http://www.sdgirlscouts.org/newday5k) right now to register and then join my team!



# New Day 5K

girl scouts  
san diego



## Join the team!

**Sunday, September 25**  
**Mission Bay Park, San Diego**

**5K and 1-Mile**  
**Run Walk Health Expo**

Run as a team—get fit and have fun while you raise money for local Girl Scouts *Live Healthy, Lead Healthy* programs.

- **1-mile starts at 7:30 a.m.**
- **5K starts at 8:00 a.m.**
- All ages are welcome
- Girl Scout cookies for all participants
- T-shirts, goodie bags & prizes
- Entertainment, food & fun!

**Find online registration and team information at [sdgirlscouts.org/newday5K](http://sdgirlscouts.org/newday5K)**

For exhibitor booth or sponsor information, call Jody Sims at (619) 610-0784.



girl scouts  
san diego

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

# Logos



Contact Girl Scouts  
Creative Services Department at  
(619) 610-0740 or  
[mmacpherson@sdgirlscouts.org](mailto:mmacpherson@sdgirlscouts.org)  
for logo files in vector, jpeg or PDF format

