



Team Captain Guide

Welcome!

We can't thank you enough for being a Liver Life Walk Team Captain! Whether you are walking for your health or for a loved one, we applaud you for taking the first step by registering as a Team Captain for Liver Life Walk. Your participation will bring awareness to liver disease and provide financial support for our educational programs and patient services offered to millions of Americans battling one of the 100 known liver diseases.

Why We Walk

The mission of the American Liver Foundation is to promote education, advocacy, support services and research for the prevention, treatment and cure of liver disease.

Founded in 1976, the ALF is the nation's largest patient advocacy organization for people living with liver disease. The ALF reaches nearly three million people each year through advocacy, education, support services and research via its national office, 17 U.S. divisions and an active online presence. Recognized as a trusted voice for those battling liver disease, ALF also operates a national toll-free helpline, educates patients, policymakers and the public, and provides grants to early-career investigators to find cures for liver disease. To date, ALF has provided nearly \$27 million in support to more than 870 researchers. For more information visit LiverFoundation.org.



ONE STEP. ONE WALK. ONE FUTURE



Steps to Success

1. Set a goal:

- Enlist the help of the American Liver Foundation staff, who can meet in-person or by phone, to assist you in setting a realistic and achievable recruitment and fundraising goal for your team. **The average Liver Life Walk team has 10 team members and raises \$1,000.**

2. Login to MY HQ:

- From the MY HQ you can customize your team and personal web pages, send emails and share on social media. These tools will help you keep your team organized and track progress toward your team goal.

3. Build your team:

- **Friends & Family Teams:** Invite everyone you know to join your team and walk with you. Share on social media and/or send emails to family, friends, neighbors, business associates and others asking them to join your team.
- **Corporate Teams:** Recruit co-captains from different departments or floors to help you spread the word and recruit walkers. Secure support from company leadership to endorse your company's participation. Consider hosting an internal kickoff for employees to learn more and sign up.
- **Spread the Word:** Use our customizable team posters, online marketing tools and other promotional materials to get the word out. Contact us today to learn about all the resources we have to offer.

4. Raise funds:

- **Ask, Ask, Ask:** Don't be intimidated to ask for donations. Most people say they didn't give, because they were never asked. Login to MY HQ to access pre-written donation request email templates.
- **Be a Motivator:** Keep your team members motivated and inspire them to fundraise. See page 6 for team fundraising ideas.
- **Fundraising is rewarding!** Flip to page 5 to check out the prizes you can earn through your fundraising efforts starting at the \$100 level! Prizes include the official Liver Life Walk t-shirt, American Liver Foundation branded apparel, electronics such as Bose and Apple products and household appliances. **(Based off of individuals, not team totals)**

4. Celebrate:

- Take your team to the next level, wear team shirts or costumes!
- Take a team photo at the walk and share it with team members, donors and supporters.
- Most importantly, don't forget to thank your donors and team members for supporting you!

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MY HQ Tools

MY HQ is an online fundraising resource all walkers get access to after registering for Liver Life Walk. We have outlined below the tools that can be found in MY HQ. Walkers who use these tools typically raise significantly more than those who do not. If you need assistance navigating MY HQ we are happy to help!

Log In

When you visit the walk website you can log in to MY HQ by clicking the “Login” link in the top right corner of the page. MY HQ allows you to send emails, create a custom URL, update your personal and team fundraising pages and track your fundraising

Customize Your Page

Update your page with a message, story, photo or logo. You can even personalize the URL to more easily direct people to your personal fundraising page.

Make a Personal Gift

Kick-start your fundraising with a personal donation. When supporters see that you contributed, they will be more inclined to give.

Add Contacts

You can add a single contact, upload a list (CSV file) or import contacts from your email system. Be assured, the American Liver Foundation does not have access to personal contacts, unless they provide their information by joining your team or making a donation.

Send Emails

Use a template, or write your own message to approach your contacts to donate to your efforts. When you send an email through the system, you can use the Liver Life Walk stationery and track those who support you each year.

Share on Social Media

Within your MY HQ on the Communications tab you can share directly to your Facebook page. Just click on the Facebook icon, write your message and click post. It's that easy!

Earn Badges

Badges show your potential donors how hard you're working, and let your competition know how fabulously you're fundraising. Get started and earn one of these badges today!



- Shared via Facebook
- Sent Email
- Customized Page
- Received Donation

Say Thank you!

Saying thank you is the most important thing you can do. In MY HQ you can access a pre-written thank you message. Also, be sure to give your donors a shout out on social media.

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Liver Life Walk Fundraising Ideas

Asking is the key way to be a successful fundraiser! Whether you send emails through MY HQ, handwrite letters, share on social media, the only way to become a fundraising SUPERSTAR is to ask, ask, ask. Here are some ideas to help you get started.

How to Raise \$100

Make a \$25 donation to your fundraising page= \$25
Ask 3 friends to make \$25 donation to your fundraising page = \$75
Congratulations! You have earned a 2019 Liver Life Walk T-shirt

How to Raise \$250

Make a \$25 donation to your fundraising page= \$25
Ask 3 friends to make \$25 donation to your fundraising page = \$75
Ask 5 Co-workers for \$10 each = \$50
Secure \$25 from 4 businesses you frequent = \$100
Congratulations! You have earned a 2019 Liver Life Walk T-Shirt and qualified for the first level of prizes.

How to Raise \$500

Make a \$25 donation to your fundraising page= \$25
Ask 3 friends to make \$25 donation to your fundraising page = \$75
Ask 5 Co-workers for \$10 each = \$50
Secure \$25 from 4 businesses you frequent = \$100
Host a "Jeans Day" at work and have your co-workers pay \$10 in exchange for dressing down.
15 coworkers= \$150
Ask 5 people from your place of worship to contribute \$20 = \$100
You are a fundraising SUPERSTAR!

Want to raise more? Ask your Human Resources department if your job has a matching funds program. Some companies will match some or all of your fundraising efforts.

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\$100



Liver Life Walk Collectable T-shirt (distributed at each event)

2019 Fundraising Incentives



LIVER LIFE WALK

Fundraise and earn a great reward. Let us motivate you! Walkers who raise \$100 or more can select one prize at the level raised or less.

\$250



Sling Backpack



Unisex Fashion Shirt



Ladies Racerback Tee



Lunch Totebag



Wireless Earbuds

\$500



Sports Duffel Bag



Multi-port USB Charger



Copper Stainless Waterbottle



PA Her or His 1/4 Zip Performance



Jensen Bluetooth Speaker

\$1,000



High Sierra Backpack



Jensen Bluetooth Speaker



Unisex Full-Zip Hoodie



Igloo 14-can Cooler



Packable Puffy His or Hers Vest

\$2,500



Amazon Alexa Echo Dot



His or Hers Softshell Warmup Jacket



OGIO Duffel Bag



NutriBullet System



Kindle Fire



Bose SL Micro Bluetooth Speaker

\$5,000



Amazon Alexa Plus Bluetooth Speaker



FitBit Charge 3



Marmot Ladies or Mens All Weather Jacket



Apple 4K TV



Ring WiFi Doorbell



Mini HD Drone Follow-me | Live HD Camera | GPS Return

\$10,000



Bose QC35 Headphones



iPad Mini 4



Apple Watch 4



Kitchen Aid Pro Standmixer



Google Home Max



GoPro Hero 7

\$15,000



40" 4K HDTV



iPad Pro 10.5



Vitamix Pro



Nikon DSLR Camera



Xbox One X



Trek Bike Custom Fitted



LIVER LIFE WALK >>

Team Fundraising Ideas

Almost anything you enjoy doing can be creatively transformed into a way to raise funds for your Liver Life Walk team. For corporate teams and groups, these activities can boost morale and unite team members toward a common goal. Consider these ideas, or come up with your own, to put the “fun” in your Liver Life Walk team **FUN**draising!

- Have a **Jeans Day** at work. Craft a proposal to your supervisor or human resources department asking to allow employees to dress casually in return for a donation.
- Get your **church, synagogue or faith-based place of worship** involved. Ask if you can speak to the congregation or set up an information and donation table. Provide liver health information to your faith community.
- **Make a team t-shirt** that you can sell. Get the shirts and printing donated. Recognize sponsors of your team on your t-shirt. Also, sell shirts to your team members or other supporters.
- Plan a **game day** fundraiser for your favorite team or sport. Provide the TV, popcorn and beverages. Ask guests to pitch in \$10 to support your team.
- Host a **premier party** for your favorite television show, or throw a party for the Oscars, Emmys or Grammys. Create related quiz questions for fun prizes (i.e. tub of licorice, box of Swedish Fish, movie coupons, iTunes gift cards).
- Ask your **yoga, pilates, aerobics, tennis, swim or dance instructor** to teach a class for your Liver Life Walk efforts. Charge \$20 per person and offer liver health facts. Ask attendees to sign-in, and give the contact list to the instructor.
- Get a **percentage of sales** from your favorite fitness center, hair salon, coffee shop, restaurant or other establishment. Ask them to donate \$1 from each transaction for a week or weekend. Share your story with the local press to get your favorite place some positive media attention.
- Host a **miniature golf or bowling tournament, a game day or a field day**. Ask a local establishment to donate the space and charge per person. Have the local ice-cream or pizza store donate coupons for prizes.
- For your **birthday or anniversary** ask your friends to keep the cards and gifts, and instead make a donation to your Liver Life Walk efforts.
- Arrange a **neighborhood garage sale**. Ask everyone to donate items. Get the local paper to place a small ad on your behalf. Don't forget to put out a donations jar for those who stop by and don't purchase anything.
- Organize a **spaghetti dinner or potluck** in conjunction with your school, work, faith-based or neighborhood organization. Charge an entrance fee and place donation forms on the tables.
- Host a **knitting night** at your local yarn store or with an area knitting group. Offer lessons to newcomers, snacks and liver facts. Charge a flat fee per person. This works for quilting or scrapbooking, too!
- **Use your passion!** Host a clothing or comic book swap. Baby sit. Pet sit. Proofread and edit resumes. Mend clothes. Food shop or run errands. Anything goes!

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Turning In Funds

When you use online tools, contributions are immediately directed to the American Liver Foundation and go right to work to fulfill our mission. We also encourage you to collect funds offline — cash, checks, fundraising event proceeds, matching gifts, etc. Here are simple instructions for turning in offline funds.

1. Make checks payable to the American Liver Foundation.
2. Convert cash to a money order or cashier's check.
3. Use a walker collection envelope (available from your local office). List your name, the team name, your contact information, and sign the waiver. If donations are turned in without a walker collection envelope, be sure to note your name, the team name and the Liver Life Walk event.
4. Send funds to your local office. Shortly after, they will appear in your total on your personal fundraising page. We accept Liver Life Walk funds at any time, before or after the walk, or throughout the year.
5. Or, bring your walker collection envelope to the Liver Life Walk and turn in the funds at registration. Each walker will turn in their own envelope.



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