



Proudly Present...

A Walk in Their Shoes



TEAM CAPTAIN KIT



Mothers with a  for Ethiopia



WELCOME TEAM CAPTAIN

Thank you so much for choosing to be a Team Captain for A Walk in Their Shoes!

You are leading the way for the others on your team.

John C. Maxwell said “Teamwork makes the dream work” and we know that when compassionate people come together, they can accomplish amazing things.

You are playing a key role in helping others understand the needs of women and children in Ethiopia and giving them the opportunity to make a big difference in people’s lives in that country.

We want your role as Team Captain to be as easy and as fun as possible. We have provided suggestions and tools to make your job enjoyable and to help your team achieve success.

We are here to help you as a Team Captain. If you have any questions, please send an email to info@moms4ethiopia.ca, including your phone number, and one of our volunteers will be in touch.

WHAT TO EXPECT

A Walk in Their Shoes is a fun event for all ages to raise funds for women & children in Ethiopia!



The Walk will take place in Southside Park. If it is raining, the Walk will be inside the South Gate Centre. There will be a shorter and longer walking route. The Walk will be no more than an hour.

There is no distance requirement! If a participant is not able to walk, there are other activities that will engage them and honour their participation. Pictures and stories along the route will educate walkers about realities in Ethiopia and how funds raised will make a big difference. Registration, refreshments, an Ethiopian Merkato, Ethiopian Coffee Ceremony, Discover Ethiopia contest, and closing ceremonies will happen inside the South Gate Centre.

Registration
1:00 - 1:50 p.m.

Bring your pledge sheet and collected funds. Receive recognition for your level of fundraising.

Walk Kick-Off
2:00 - 2:15 p.m.

Gather inside the South Gate Centre to start A Walk in Their Shoes!

Walk
2:15 - 3:15 p.m.

Walk the distance you are able/prefer in Southside Park (or indoors in the case of inclement weather).

Post-Walk Activities
3:20 - 3:40 p.m.

Refreshments, Ethiopian Merkato shopping, Discover Ethiopia Contest, visiting and more in the South Gate Centre.

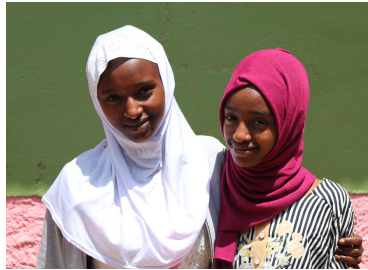
Closing Ceremonies
3:40 - 4:00 p.m.

Gather inside the South Gate Centre to celebrate the funds raised and learn more about how you are helping to change lives in Ethiopia.



USING THIS KIT

It's as easy as 1 - 2 - 3



1

Getting Started

> Planning & Promoting

- Building your team
- Promoting the opportunity to be a member of your team
- Tools your team members will need

2

Before the Walk

> Encouraging your Team

- Motivating your team to fundraise
- Tools your team can use to make fundraising easier
- Planning a “Team Look”
- Preparing for registration

3

After the Walk

> Wrap-up Suggestions

- Thanking your team
- Thanking your donors
- Encouraging your team to thank their donors
- Providing your feedback

Mothers with a Heart for Ethiopia is a volunteer-driven not-for-profit organization. We do not pay any rent for an office or storage and we keep our costs to a minimum.

This approach allows us to direct the vast majority of money raised & donated to projects we fund in Ethiopia.



GETTING STARTED: PLANNING & PROMOTING

Who should you ask to join your team?

Anyone of any age can be a member of your team. Share the opportunity with friends, family, neighbours, members of groups and/or clubs to which you belong, social media contacts and coworkers.

Let them know the Walk will be a chance to enjoy a beautiful autumn walk together and be inspired by stories of hope for women and children in Ethiopia.

What size should your team be?

We are happy to have teams of three or more. Typically, the more members you have on your team, the more you will raise for the projects Mothers with a Heart for Ethiopia supports and the greater chance you will have to reach your goal.

Head to our website at

www.motherswithaheartforethiopia.com/

[a-walk-in-their-shoes](#) for an electronic

invite you can download to send family & friends.

Tip!

Add the reason you're walking & why it's important to you in the body of your email or message.

RECRUITING TEAM MEMBERS

1. Start early.

As soon as you decide to be a captain, make a list of possible team members. The sooner you recruit, the longer your team members will have to raise funds.

2. Use a personal approach.

Send personal emails, texts or make phone calls to everyone on your list. Let them know about the Walk, why you're participating and invite them to join you in changing lives.

3. Use a group approach.

Send a mass email, text or message to your family or close friendship group to invite them to join your team. To build momentum, ask someone who has already committed to reply all saying they're "in" and sharing their excitement. Sometimes it just takes one before others jump aboard!

4. Use social media.

If you are on social media, consider posting a call to action to friends on Facebook, Instagram or Twitter. You'll reach a wide online network.

5. Write a message or ask to speak briefly to a club or group.

If you belong to a church, book club, service club, etc. ask if you could put a message in a newsletter or bulletin. Ask to speak to the group for a few minutes at your next meeting.

6. Offer an incentive.

Consider a small gift - homemade cookies, a \$5 or \$10 gift card, etc. - for the first few people to join your team. This will encourage people to commit quickly.

7. Make it fun! Excitement is contagious.

Update your co-workers, family and friends on your efforts and share your team's milestones. Encourage your team to do the same. Others will see your dedication and want to be part of the fun.



INCENTIVES

RAISE \$150 ...

10 WRAPS (washable, reusable, affordable pads) kits will be provided to girls who would otherwise miss school during their menstrual cycles because they have no sanitary supplies.



RAISE \$300 ...

10 girls in the Girls Gotta Run program will receive 25 nutritious lunches. The families of these girls struggle to provide the basics of life for their children.



RAISE \$450 ...

1 woman will receive a life-changing surgery to correct a prolapsed uterus. This causes physical pain, social isolation and takes a significant toll on women's mental health as a result of the suffering.



RAISE \$1,000 ...

1 child will be sponsored for one year at Tesfa's Shelter. You provide for the child's needs so they can receive an education, nutritious food, clothing, medical care, psychological support, a sense of family and love.



HOW INCENTIVES WORK

Teams & individuals can earn incentives

Teams can reach multiple incentives through their collective fundraising. For example, if your team raises \$1,450, you would become a sponsor of a child at Tesfa's Shelter for one year and provide surgery for one woman.

After the Walk, individual walkers and teams who have achieved incentives will receive a picture and a few details about the specific child/children and/or woman for whom their fundraising made a difference.

SET A TEAM GOAL

A team goal will give your team members a number to work towards and a feeling of fulfillment if it's reached. Let your team members know why you have chosen that goal and what the incentive level(s) mean to you.

Break down the goal so your team can see the goal is achievable.

For example, if your team wants to raise \$1000 to sponsor a child and you have 5 people on your team, let them know you each need to raise \$200. If team members make their own donation, it will bring down that figure even further.

Tools your team members will need:

1. Pledge sheets can be printed from our website at www.motherswithaheartforethiopia.com/a-walk-in-their-shoes. If you are unable to print off a pledge sheet, please email info@moms4ethiopia.ca.
2. Register your team online using the instructions below. Encourage your team to visit the online platform and search for your team name.



THE JOY OF GIVING



Val Currie, Girls Gotta Run Sponsor

Girls in sport is an excellent way to increase confidence. Confident girls are more likely to fight for their rights, overcome challenges and tackle outdated societal perceptions. Sport builds community and connections. Sport leads to confidence - confidence leads to opportunity.



Ashlee Hall, Team Tesfa Sponsor

Nic and I are so fortunate to be a part of Team Tesfa! We feel these fundraising efforts are an incredible opportunity to make a significant impact in the lives of others. For Nic and I, supporting a smile on a child's face, food in their belly and love in their home, is priceless.



Carole Eriksson, Prolapse Surgery Donor

Mothers with a Heart for Ethiopia is helping women in need who are forgotten by most of the world. Women who need prolapsed uterus surgeries are or will be outcasts through no fault of their own. Every surgery changes someone's life immeasurably. What better gift to give my friends and myself!



ONLINE FUNDRAISING

Online fundraising is quick and easy

- It reaches those at a distance and those living close by.
- It's simple, just a few clicks to make a donation - no hunting for the right change or signing cheques.
- A link can be sent to potential donors, no direct "ask" for money is necessary.



Statistics even show online donations can be up to 25% higher than a verbal donation request. What motivates you to fundraise will motivate others to donate. Share your passion to help women and children in Ethiopia and your friends and family will respond.

Instructions for setting up your team online fundraising page

1. Go to our [online fundraising platform](#) and click on "Fundraise."
2. Click "Create a team."
3. Enter your team name.
4. Enter your team's fundraising goal.
5. Enter your email, your first name, your last name and upload a picture of yourself (optional).
6. Ensure "I will be joining the team" is checked.
7. Click on "Create."
8. You are ready to share your fundraising page with your team members. Simply click "copy" and paste the link into your emails, messages, texts, etc.

Updating your fundraising page

If you would like to edit your personal fundraising page, please [click on this link](#) for easy step-by-step instructions.

BEFORE THE WALK

Encouraging your team



As Team Captain, you are in control of the amount of work you put in to motivate your team to fundraise. It's up to you! Choose an approach that is manageable for you and fun for your team. Find ideas and resources here or [on our website](#):

- Send a welcome email or message to all your team members so they can meet their teammates. Remind your team of the goal you have set for your team or look to the group to propose a goal.
- Encourage your team to use the online fundraising platform and update their total after each cash donation so the group can track the team total.
- Offer ongoing encouragement and updates through group emails or social media messages such as Facebook or WhatsApp.
- Check in with each team member no more than a week after they agree to join your team to ask if they have questions or need any support. This will remind them to start fundraising if they haven't yet.
- Consider using rewards. Offer the first 2 people on your team to raise \$100 a special treat; offer the first 3 people to register online a \$5 gift card; throw a pizza party if your team reaches its goal; if you have a work team, ask the company to match the funds raised.
- Be creative! However, being a Team Captain does not mean you need to spend money. Please do what is comfortable for you.

HELPING YOUR TEAM

Helpful tips and tricks

Visit [our website for tools](#) you and your team can use as you prepare for A Walk in their Shoes. Find our guides for:

- Raising \$150 fast
- Raising \$450 in 10 days
- Facebook fundraising tips
- Suggested text and graphics to use for social media fundraising
- Suggested text to use for emails or messages to potential donors



Planning a Team Look

As a team, you have the option and opportunity to come dressed alike. We are hoping many of the teams at A Walk in Their Shoes will come dressed in matching t-shirts or hats or matching accessories to identify their teams and provide a layer of fun to the event!

Tip!

Reminder. Check out the resources available at www.motherswithaheartforethiopia.com/walk-team-captain to find suggested text for your welcome message plus many other helpful tools.

PREPARING FOR REGISTRATION

1. Gather your team total by Oct. 12.

One of our volunteers will be in touch with you by Oct. 12 to ask what your team has raised online and through cash/cheques (including donations from team members). Please reach out to your team members by Oct. 11 and ask for the total they've raised through cash, cheques and online donations.

2. You do not need to register together as a team.

Each of the stations at the Walk will have a team page for your team. Each team member will register individually.

3. Please ask your team members to ensure:

- Their pledge sheet is complete and legible, including name, address, phone number, email address, team captain and team name.
- They've signed the liability release on the pledge sheet.
- Names, contact information and details of each donation are complete (with postal codes).
- The money they've raised matches the pledge sheet.

If team members bring pledge sheets that are fully complete and legible, it will make the registration process much smoother and faster for everyone at A Walk in Their Shoes.



AFTER A WALK IN THEIR SHOES

Wrapping up your work as a Team Captain once the event is over

The day after the Walk, you will receive an email with suggestions to help:

- Thank your team members
- Thank your donors
- Encourage your team members to thank their donors

We will also send you the results of A Walk in Their Shoes and a link to a brief survey to get your feedback on your experience as a Team Captain and as a participant at A Walk in Their Shoes.

Thank you for taking on the role of Team Captain and for providing important leadership to your team. We cannot change the world but we can change the world for one person when we choose to care and take action.

