

**MDA**

# MUSCLEwalk



Nothing is STRONGER than HOPE.

Make a **Muscle**. Make a **Difference**.

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*"I'm a Kappa Alpha."*

*— Luke Christie, MDA National Youth Chairman*

## **You Have More Muscle, Kappa Alpha, Than You Think. Become a Team Captain.**

### **Teams are the Heart (*and Sole*) of the MDA Muscle Walk**

By building a team of people who mean something to you, you've signed up to make your Muscle Walk not only fun, but significant. This is the heart of the MDA Muscle Walk.

As a Muscle Team Captain, you will lead your team and encourage them to meet and beat their fundraising goals — and **make their lives more relevant in the process.**

### **What is the MDA Muscle Walk?**

The MDA Muscle Walk is a local walk event that pays tribute to children and adults with muscular dystrophy, while raising funds to support MDA's mission of help and hope.

The walks are family-oriented gatherings that are open and accessible to *everyone* — children, adults, grandparents, students, corporate teams and more.

### **About MDA**

The Muscular Dystrophy Association is the nonprofit health agency dedicated to finding treatments and cures for muscular dystrophy, ALS and related diseases by funding worldwide research. The Association also provides comprehensive health care and support services, advocacy, education and a summer camp program.



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# 10 Tips for Success

- 1. Team captains and co-captains are the volunteer leaders of the MDA Muscle Walk.** Captains commit to help their teams reach their fundraising goals.
- 2. Recruit friends, family and co-workers.** MDA recommends that you form a team of five to 10 people. MDA recommends recruiting one co-captain for every 10 people recruited.
- 3. Register yourself and help Kappa Alpha members register online.** The MDA Muscle Walk is a fundraising event, so all team members are strongly encouraged to raise funds.
- 4. Set a team fundraising goal,** and encourage each of your team members to set their own fundraising goals.
- 5. Plan a kickoff party or a “Lunch and Learn”** to tell potential team members about the benefits of joining the Muscle Walk.
- 6. Encourage team’s members to use personal online fundraising pages.** The average online gift is 40 percent larger than a cash donation, so setting up personal online pages can greatly impact your team total.
- 7. Build team spirit!** In addition to encouraging team members to raise money online, you can help organize some team events such as casual days, car washes, bowling nights, parties and other Kappa Alpha outings.
- 8. Collect your team’s donations** and turn them in the day of the walk — or earlier. Your local MDA representative will tell you the best way to turn in your team’s donations.
- 9. Keep in touch with your local MDA office.** It’s your best source of information.
- 10. Muscle up and have fun!** Kappa Alpha helps MDA make a difference!

## Register. Recruit. Raise Funds. Recognize.

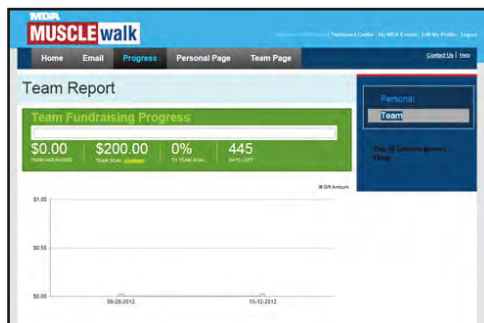
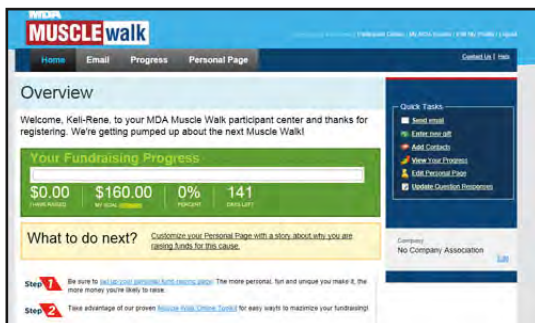


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# MDA **MUSCLE**walk Online Success

## Set Up Your KA Team Page Online

As an MDA Muscle Walk Team Captain, you and all of your teammates get a personal fundraising page and a team page. To access both the team page and personal pages, all you have to do is [register](#).



## Raise More Money with Facebook

By using the new Muscle Walk Facebook application, you can use your Facebook account to extend your fundraising to your Facebook friends automatically. Click on [My Walk Hub](#).

## Recruit Team Members Online

Ask your prospective team members to join your team directly from your team page, or use the online tools to send a team registration link via email. See your local MDA representative with any questions.

## Encourage Team Members to Use Their Personal Online Pages

Encourage your team members to join you and use the online tools, too. Pump up the team spirit by providing incentives for teammates to raise money online:

- Offer movie tickets or a T-shirt to the team member who raises the most the first week.
- Offer a coffee gift card to each team member who receives at least five online donations.
- Be creative and make it rewarding to be on your team.



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# Steps to Success

**1. REGISTER.** Your first step as a team captain is to register, either in person at an MDA office or [online](#).

**2. RECRUIT.** Spread the word and encourage others to join your team. Teams of 10 work well. MDA recommends recruiting one co-captain for every 10 team members.

Tips for recruiting members:

- Send an email to everyone in your email address book.
- Host a “Lunch and Learn” luncheon or other kickoff event to launch the program.
- Invite the employees at your favorite restaurant, bar or shop.
- REACH OUT TO EVERYONE YOU KNOW AND ASK!

**3. RAISE FUNDS.** The MDA Muscle Walk is a fundraising event, so all team members are encouraged to raise funds — either online or offline.

Encourage team members to set up a personal fundraising page, which allows them to send email invites. Once they’ve created their page, friends, family and co-workers can contribute easily to their efforts online.

**Check out all the social networking Muscle Walk apps and fundraising tools,** including an app designed for raising funds through Facebook. [Sign up](#) to access all these new tools.

**4. RECOGNIZE.** Recognition of your Kappa Alpha team members is a MUST for an effective team!

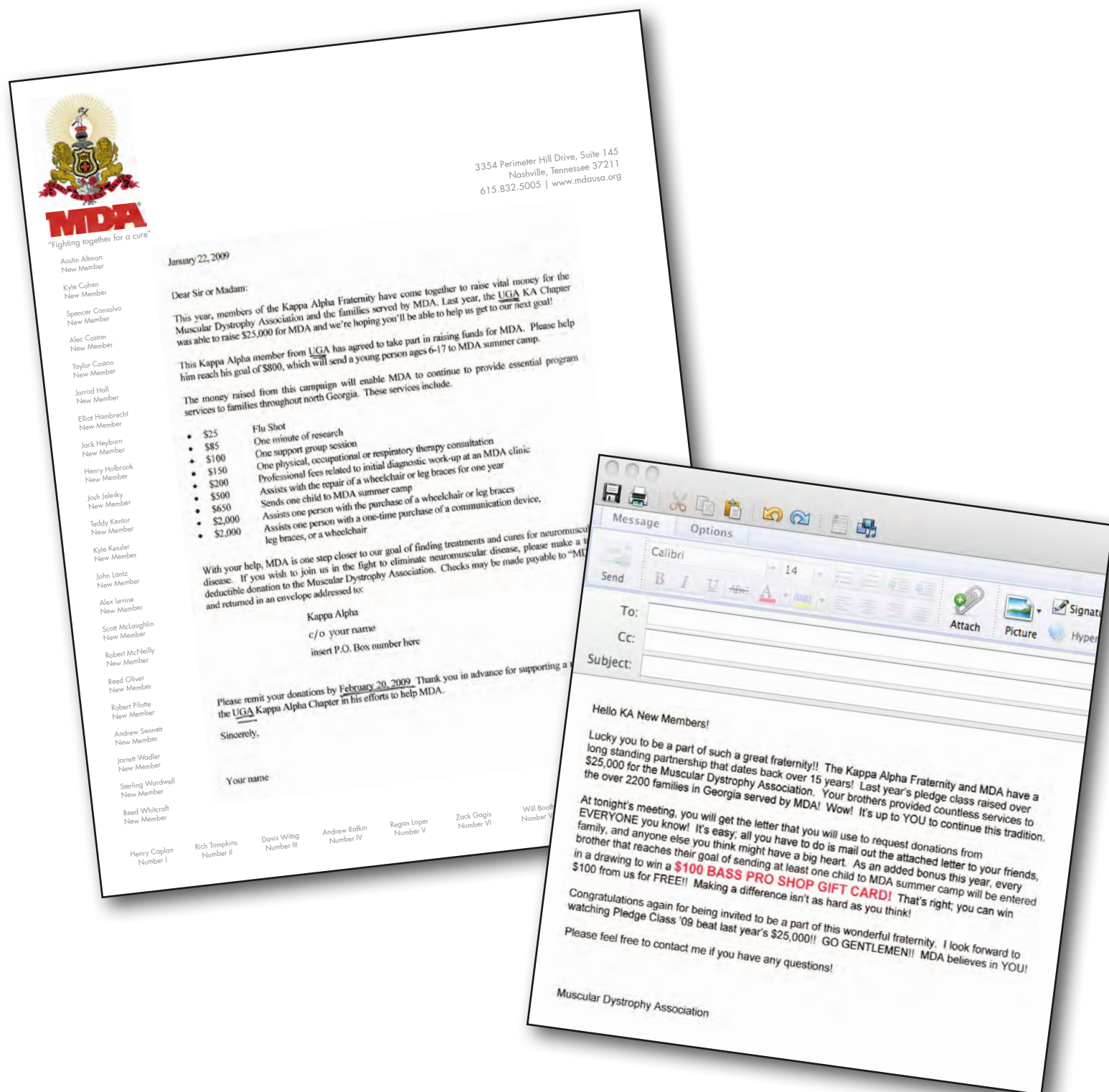
**1. Raise Funds Online:** Customize your online fundraising page with your personal story of why you



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# Sample MDA Kappa Alpha Letter Campaign

Check out the information below to see how you can raise money for your MDA Muscle Walk team through a letter-writing campaign in your chapter.





# Five More Great Ways to Raise \$

and your chapter are walking. Reach out and email **everyone you know** and ask for their support.

**2. Social Media:** Take advantage of the network of friends and family you have at your fingertips with the [Muscle Walk social media tools](#). Tell your story through Facebook and highlight your KA involvement with MDA.

**3. Team Fundraising Events:** As a team captain, there are endless opportunities to use your resources, contacts, skills and interests and earn funds for research, clinics, summer camp and other MDA programs. Organizing smaller events such as these not only raises money, but it helps build awareness and team spirit.

Casual/jeans days

Putting contests

Garage sales

Bowling events

Silent auctions

Coin canisters (canvas your favorite restaurants and bars in your neighborhood)

Happy hour house parties or cookouts

Make a Muscle paper mobile sales

Car wash

Bingo

Restaurant benefit nights

**4. “Give It Up for MDA” Week:** Ask Kappa Alpha members to join you in “giving up” one thing for a week — movie, cup of coffee, etc. — and contribute the amount saved to the MDA Muscle Walk.

**5. Competition and Incentives:** Encourage team members to compete with one another, and offer small prizes and recognition for the top fundraising individuals.

**Get Started (2-3 months out)**



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# Kappa Alpha Team Checklist

- ☐ Choose team name.
- ☐ Set up and customize team page.
- ☐ Set your team goal for money raised and team members recruited.
- ☐ Call a team meeting to strategize with MDA staff.
- ☐ Invite everyone you know to join your team or support your efforts with a donation.
- ☐ Send emails to everyone you know.
- ☐ Set up team incentives, T-shirts and internal competitions.
- ☐ Make sure all team members are registered.

## Keep Up the Momentum (1-2 months out)

- ☐ Send out fundraising emails to ask for donations.
- ☐ Update the team Web page with personal stories, photos and progress.
- ☐ Host a team fundraising event.
- ☐ Email your team weekly with fundraising updates.
- ☐ Collect team pledges and turn them into MDA.

## Event Day

### Show up. Smile. Have fun.

- ☐ Arrive early.
- ☐ Register new team members.
- ☐ Turn in to MDA any donations collected in person at the event.
- ☐ Take team photos.
- ☐ Enjoy the day and bask in the feeling of doing something great!

## Post Event

- ☐ Bask in your success. Congratulations!
- ☐ Send thank-you notes to all donors.
- ☐ Send notes to team members with team standings and event results.
- ☐ Host a team wrap party.
- ☐ Start planning for next year!



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