



2009 Walk Team Kit

HOMEWARD BOUND

Indiana's 5K Walk to Provide Housing and Fight Homelessness

Statewide Program Partners:





Teams of walkers from hundreds of Indiana companies, churches and other organizations will raise dollars to support local homeless and affordable housing programs at eight locations across the state in 2009.

Homeward Bound is...

- a 5K fundraising walk-a-thon sponsored by Indiana-based homeless and affordable housing service providers that will host thousands of walkers in 2009 across the state.
- an individually-tailored marketing and promotional opportunity for our corporate partners, designed to increase awareness of their products and services across Indiana.
- individuals and teams coming together from dozens of companies and community organizations for a day of festivities, and an opportunity to raise consciousness and mitigate the effects of homelessness.
- an opportunity for companies to show their commitment to making a difference in the lives of men, women and children who are homeless or may become homeless.
- an event across eleven walk sites statewide that will raise more than \$500,000 in the spring of 2009.



Teamwork can make a difference

A team is an opportunity for you to make a difference in the lives of people affected by homelessness. It also is an excellent opportunity to build morale and enhance your company's or group's visibility. Thank you for promoting the formation of a walk team to participate in Homeward Bound.

What is a team?

A team is a group of people officially registered and led by a "Team Captain." Together, they raise money and participate in the walk event. Teams can be formed by groups of co-workers, friends and families. Teams can receive exposure through self-designed T-shirts, signs, banners or other creative ideas.

Is there an entrance or registration fee?

No fee is required to participate. We do suggest a minimum amount to be raised by each walker—typically \$125 (which translates to getting five people to sponsor you at \$25 each). It's that easy!

The "Five R's" of putting together a walk team

Register

The easiest and most effective way to register your team is to do so online. Simply go to the walk website at www.HomewardBoundIndiana.org and click on "Register." For full directions on registering your team online, see page 4 of this document. If you do not wish to form your team online, call your main local contact person and get a supply of paper pledge forms. You will find this contact number on the back cover of this document. Make sure that each walk team member puts the team name on his or her sponsor/pledge

envelopes so that your team will get credit for all monies raised. You can also download paper pledge forms by going to www.HomewardBoundIndiana.org.

Reach Out

Publicize the walk at your workplace, community group, church or synagogue. Use flyers, paycheck stuffers or even make personal phone calls—get the word out through any method that suits your style!

Recruit

Register your team members. Set up a table in your cafeteria or building lobby and post notices. Use the automated email system included at the walk website. You can even recruit those who can't attend the walk that day but want to collect dollars on behalf of the team. Everyone you come into contact with can participate at some level—by walking, collecting pledges, or by volunteering on the day of the event.

Rally

Now that your team is together, get them excited about the walk and the important work they are doing. Stay in touch with them via meetings, e-mail or voice mail. Design a team banner or team T-shirt. Think about other efforts, such as small fundraisers, to increase your team's financial contribution.

Raise

This is the most important part of the walk since programs of your local agencies depend on your efforts. Set a goal for how much money you want your team to raise. Create prize incentives for team members who raise the most money. Use your imagination!

Helpful hints

Register your team online

1. Assign a team leader from your group or organization that has internet access, is fairly computer literate and can register, recruit and manage the team online. You must create a normal user account on the Homeward Bound website before you can create a team.
 2. Connect to the internet and browse to the main walk website at www.homewardboundindiana.org and click on the "Register Now" link.
 3. You will be prompted to select your walk location. Select your walk location from the **map** or **drop-down list** on the right side of the page.
 4. You are now given three options, pick "**Start a team**". Below, enter a username, password, and email address that you will want to use to create your account. Click the **Register!** button.
 5. Your account has been created. You must now sign-in to your new account to proceed. Enter your username, password, and click the **Sign-in!** button at the bottom of the page.
 6. The next page will prompt you to enter the name of your team. Enter this information and click the **Create Team** button.
 7. The next page will prompt you to enter your fundraising and recruitment goals for your new team. We suggest that you set a minimum goal of \$1,000 for your team, which works out to 10 team members raising \$100 each. Once you have entered this information, click the **Update My Team** button.
 8. You have now registered for the walk, created a team, and set your team goals. You should now be at your team's dashboard page. This page displays information about your team and teammate's progress.
 9. As team leader, the agencies you select as "My Agencies" are used as the benefiting agencies for your team. To set them, click the "**Change My Agencies**" link on the lower-right side of the page, under the "My Agencies" section.
 10. Next, select which local agencies you would like your team to raise money for. You have the option of splitting your donations between all agencies or selecting individual agencies. Check the **Update My Choices** button to complete and set you selections.
- ◆ We suggest that you take a couple of hours each week to go to your dashboard and track your team's progress toward your goals. Go to www.homewardboundindiana.org and click the **Login** tab. Enter your username and password to get into the system.
 - ◆ If you have any questions about your online registration or any functions of the website, you can submit a website support request by clicking the **Website Support** link at the bottom of any page. You can also email Noah Coffey at support@homewardboundindiana.org.

Great ideas for recruiting team members/walkers:

- Submit a story for your workplace/company organization's newsletter about the Walk and formation of your team.
- Use e-mail, promotional flyers, voice mail and answering machine messages to promote your team.
- Announce the Homeward Bound Walk at all meetings you attend.
- Have your human resources department help recruit walkers.
- Organize a Walk team committee. The more people involved in the process of recruiting, the more success you'll achieve. Meet regularly to monitor your team's progress and
- discuss ideas.
- Display posters and flyers in public places, such as cafeterias, elevators, lobbies, the gym, campus, etc.
- Distribute the Homeless Fact Sheet in this kit to colleagues and friends (see page nine of this document).
- Organize departments at your workplace into separate teams and encourage friendly competition.
- Hold a rally or team kick-off event.
- Design team T-shirts and banners with your team name or company logo. The official Walk logo can also be imprinted on your shirts.
- Ask friends and family members to recruit walkers/team members. Have your company or organization leader endorse your team's participation.
- Design a banner for your team to carry at the walk.
- Plan a pre- or post-walk party/picnic for your team members.
- Send Walk flyers and e-mails with your team information to your company, organization or personal mailing list.
- Arrange group transportation like a bus, car pool or caravan to and from the Walk for your team.
- Prominently display information on the Walk at public places.
- Offer incentives to customers, employees and group members who walk on your team or make a donation to your team's goal.
- Have one person from each office or department organize a team. Exchange recruiting ideas at an office team captain meeting.
- Invite a member of the Walk steering committee to speak at your place of business.
- Ask someone who wants more visibility within your company or organization to co-captain the team with you.
- Conduct a Homeless Awareness Day and encourage people to participate in your walk team.
- JUST ASK! Some people want to get involved, but are too shy to start the ball rolling. Make sure that your team members know how much fun they are going to have the day of the Walk!
- Set up a display, using collateral materials that can be provided by the Walk steering committee and participating agencies.
- Prominently display pledge forms on counters or give one out with every purchase. Lead customers to the Walk website at www.HomewardBoundIndiana.org and encourage them to form a team or to join your store's team.



Some teams are simply friends and family walking together, showing their concern for the issue of homelessness and need for affordable, clean, and safe housing.

Helpful hints

Super suggestions for corporate teams

- Set a team goal (100% employee participation, \$5,000 raised, etc.). Encourage team members to have their own goals.
- Ask your office manager or Human Resources department to stuff employee mail boxes or pay envelopes with Walk information. If you send out monthly statements to your customers, let them know you are participating.
- Use e-mail, memos and voice mail to reach people you don't see every day.
- Create an Walk team lunch club and eat together once a week. Or better yet, take a walk during lunch to get ready for the event!
- Organize a "dress-down day" for employees. Have them contribute a few dollars to your team in exchange for the opportunity to wear casual clothing.
- Put information about the Walk and how to join your team on the company website.

Super suggestions for retail teams

- Organize a store team and invite customers to sponsor and/or become a team member.
- Donate a percentage of sales from a "Walk Weekend" or "Walk Day" to the team total.
- Put information about the Walk and how to join your team on the company website.
- Recruit a captain for each of the store's branches and create an incentive for the store that raises the most money (i.e. pizza party, movie tickets, etc.).
- Challenge other stores within your shopping plaza/center to form a team and have a friendly competition.



Super suggestions for school or college teams

- Read the section on Corporate Teams (previous page). Many of the ideas can easily be applied to schools.
- Create a bulletin board or display case highlighting the issue of homelessness and the Homeward Bound Walk.
- Design a “thermometer” to show how many teams members have been recruited or how much money has been raised.
- Host a student assembly. Invite a member of the local Walk committee to speak about the Walk. Ask a formerly homeless person to tell his or her story.
- Create incentives for clubs, sports teams, fraternities/ sororities. Throw a pizza party for the group that raises the most money.
- Get the faculty involved by putting notes in their mailboxes or communicate by e-mail. Ask school nurses and administrators to get involved in the team recruitment.
- Set up a table to sign up walkers or hand out pledge forms.
- Ask your neighbors, friends and family to sponsor you.
- Put an ad in or submit a press release to the school newspaper. Ask the editor to do an article on the Walk and the school’s participation.
- Put information about the Walk and how to join your team on the school’s website.
- Ask everyone for whom you have sponsored an event or bought candy or magazines to make a donation.
- Hand out pledge forms at all of the school’s home sports events. Compete with rival schools to try to raise more money than them!
- Hang posters and flyers in windows and bath room/locker rooms.
- Ask the cheerleading squad to come to the Walk and cheer on all the walkers at locations along the Walk route.

Super suggestions for friends and family teams

- Invite your family and friends to be their own registered team.
- Mail letters to out of town friends and family asking them to sponsor you.
- Return a dinner invitation by inviting the hosts to the Walk. Pack a picnic lunch for the walk or host a BBQ after the Walk.
- Write a note and give it to all of your neighbors inviting them to Walk with or sponsor you.
- Bring extended family. Pets are welcome too!



Helpful hints

Super suggestions for other types of teams

- Publicize a story in your workplace/company/ organization's newsletter about The Homeward Bound Walk and formation of your team.
- Put information about the Walk and how to join your team on your website or homepage.
- Print basic information about walk teams in church bulletins and post flyers on bulletin boards.
- Challenge a neighboring community's professional or civic group to form a walk team and enter in a friendly competition with your organization.
- Distribute pledge forms and general information flyers at weekly meetings or special events held by your club, civic group or professional association.

Super suggestions for individual team members



- Ask at least one person a day to sponsor you.
- Set a personal goal. Let people know what you are trying to raise.
- Collect donations in memory or in honor of friends or loved ones.
- If your birthday is coming up, ask people to sponsor you in place of a gift.
- No donation is too small (or large). Encourage people to give what they can.
- Send an e-mail or letter to everyone on your holiday card list (from your personal address book).
- Take the time to educate people about where the money is going.
- Hang a pledge form on a bulletin board and ask people to sign up to be your sponsors.
- Check to see if your company has a matching gift program. Ask your company to match what you raise even if they don't have formal program in place.
- Ask people to give up a "vice" for a week or a day and donate the money to the Homeward Bound Walk (i.e. the cost of a pack of cigarettes).
- Ask a friend or family member to help you collect pledges.

Facts on homelessness

- Homelessness is an issue across the State of Indiana and in our nation's largest cities.
- Homelessness and poverty are inextricably linked. Poor people are frequently unable to pay for housing, food, child care, health care, and education.
- Difficult choices must be made when limited resources cover only some of these necessities. Often it is housing, which absorbs a high proportion of income, which must be dropped. Being poor means being an illness, an accident, or a paycheck away from living on the streets.
- Addressing the needs of our homeless citizens is absolutely critical. An estimated 300,000 Hoosiers have been at risk of homelessness at some time in their lives.
- Too many people in Indiana live in sub-standard housing, are at-risk of homelessness, or already are homeless. Too many people at the lowest level of the income scale cannot find housing that is safe, decent and affordable.
- There are signs that homelessness is increasing. Our local shelters face a growing demand for services - a demand that is not unique to Indiana. According to the U.S. Conference of Mayors, requests for emergency food and shelter have risen dramatically in many cities.
- There are many faces of homelessness. While the public often perceives homelessness as a problem that involves single men, children and youth make up about 30 percent of the local homeless population.
- Families with the lowest incomes are especially likely to spend too high a percentage of their income for housing.
- Homeless people cite eviction or inability to pay rent as the leading causes of their homelessness.
- Many homeless people work, but most have extremely low incomes.
- Many local residents support doing more to assist the homeless citizens of Indiana.



Teams come together from dozens of companies and community organizations for a day of festivities. It's a great opportunity to help raise consciousness about the issue of homelessness in the community at large.

Team tools

Sample newsletter/memo/e-mail copy to help publicize the walk and recruit team members:

Headline or e-mail message header:

[INSERT COMPANY ORGANIZATION NAME HERE] TO PARTICIPATE IN HOMEWARD BOUND 5K WALK FUNDRAISER!

Body copy:

This year, [INSERT COMPANY OR ORGANIZATION NAME HERE] will sponsor a team of walkers for Homeward Bound - Indiana's 5K Walk to Provide Housing and Fight Homelessness on [INSERT WALK DATE HERE]. This event benefits local homeless and affordable housing programs.

Addressing the needs of our homeless citizens is absolutely critical. An estimated 300,000 Hoosiers have been at risk of homelessness at some time in their lives. Homelessness is an issue across the State of Indiana and in our nation's largest cities. Many local residents support doing more to assist the homeless citizens of Indiana.

With this in mind, our team will join with thousands of walkers participating at seven other walk locations across the state, creating the largest grass-roots fund-raising effort for the homeless in Indiana's history. More than \$500,000 is expected to be raised through this coordinated, statewide effort.

Funds raised by the Walk support local emergency, transitional, and permanent housing, health care, job training, case management, nutrition programs, and information/referral services.

[INSERT COMPANY ORGANIZATION NAME HERE] looks forward to supporting this cause and to being listed among the hundreds of other Indiana-area corporations and organizations participating in the Homeward Bound Walk. If you are interested in joining our team, or sponsoring a walker by making a donation, please call [INSERT TEAM CAPTAIN NAME AND PHONE HERE].

Official logo for use in printing custom items for your team:

The logo for Homeward Bound features the words "HOMEWARD" and "BOUND" in a large, bold, black, distressed font. The letters have a textured, slightly irregular appearance, giving it a rugged, hand-painted look. The words are positioned side-by-side with a small gap between them.

Indiana's 5K Walk to Provide Housing and Fight Homelessness

Homeward Bound logos in different file formats are available for download by visiting our website at www.HomewardBoundIndiana.org. Click on your local walk, then menu item "Resources, Forms and Tools." You can also download other helpful items such as pledge forms, an electronic version of this team kit, posters, etc.

Other Opportunities

In addition to bringing a team to the Walk, there are many other ways for your organization, group or company to become involved with Homeward Bound. Contact information is included below!

Sponsor a Checkpoint

Your group can host a water station along the walk route, increasing corporate visibility in the community while helping to provide a positive experience for walk participants.

Become a Corporate Sponsor

Based on your marketing goals, Homeward Bound will tailor sponsorship packages to meet your needs for increased exposure throughout the local area. We can also put together programs that give exposure at multiple walk locations.

Questions?

For information on teams or to answer any questions you may have about the Homeward Bound walks, contact us by phone or e-mail:

[Central Indiana \(Indianapolis\)](#)
[Northeast Indiana \(Fort Wayne\)](#)
[Howard and Tipton Counties \(Tipton\)](#)
[Delaware and Madison Counties \(Chesterfield\)](#)

Suzy Grenough
317-361-4844
sgrenough@ichhi.org

[Bloomington](#)
[Greater Lafayette](#)
[Wabash Valley \(Terre Haute\)](#)
[Southwest Indiana \(Evansville\)](#)

Samantha Pieper
317-361-4843
spieper@ichhi.org

[La Porte County \(Michigan City\)](#)
[St. Joseph County \(South Bend\)](#)
[Elkhart County \(Elkhart\)](#)

Alice Andreat
317-361-4857
aandreat@ichhi.org

Become a Kilometer Sponsor

Your company can purchase signs along the walk route that show your support of the Walk.

Become a Volunteer

Register as a volunteer online at www.HomewardBoundIndiana.org or call your local contact person (see last page of this kit).

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www.homewardboundindiana.org