



## 2010 Team Packet

Team Leader:

Teams play a very important part in the walk/run. This is a great opportunity for you, your friends and family to show support. So round up everyone you know, think of a catchy team name and get ready to join in the fun! And don't forget, this is your chance to dress in your school colors, display your business name on your T-shirts or do whatever you think will make your team stand out in the crowd and show your commitment to our cause! Awards will be given to the three largest teams and the team that raises the most money! Have fun with your team...create excitement and enthusiasm! A great time is guaranteed!

**Enclosed is information that will help you start your team:**


1. **Team Registration & Packet Pickup** – Instructions on how to form and register your team.
2. **Sample E-mail Memo and Letter** – Sample letters you can send to your friends, family and coworkers to get their support.
3. **Utilizing Matching Gift Programs** – Information on how to utilize company matching programs.

**If you have any additional questions please contact Christine Rodriguez at (703) 766-5404 or [crodriguez@spinerf.org](mailto:crodriguez@spinerf.org). Thanks for your support!**

# Team Registration & Packet Pickup

## **STEP 1: REGISTER YOUR TEAM**

Every team member must register his or her self. **When registering don't forget to enter your team name.** There are four easy ways to register:

- **Register Online** (Preferred Method) at Active.com by going to our race site at [www.spinerf.orf/race/reston](http://www.spinerf.orf/race/reston). It's easy! Register securely with a credit card! 
- **Register By Mail:** Download and mail in the entry form. Mailed entries must be postmarked by 5/14/10. You can download the entry form on our race site at [www.spinerf.orf/race/reston](http://www.spinerf.orf/race/reston).
- **Late Registration:** Late registration will be held at packet pickup on Friday, May 21<sup>st</sup> from 12:00 pm to 7:00 pm located at The Virginia Spine Institute, 1831 Wiehle Avenue, Reston, VA 20190.
- **Race Day Registration:** Held from 8:00 am to 8:45 am. Arrive early to avoid lines.

***Team captains are encouraged to have ALL team members registered before packet pickup.***

To order event brochures for your team members email [race@spinerf.org](mailto:race@spinerf.org) and include your name, mailing address and quantity requested.

## **STEP 2: CREATE TEAM EXCITEMENT AND ENTHUSIASM**

- A. Set a team goal
- B. Set individual team member goals
- C. Create a team sponsorship goal meter poster
- D. Have team t-shirts made
- E. Hold fundraising events for your team (car wash, bake sale)
- F. Create contests for each prize level reached within your team

## **STEP 3: PACKET PICKUP**

Packet pickup will be held on Friday, May 21<sup>st</sup> from 12:00 pm to 7:00 pm at The Virginia Spine Institute, located at 1831 Wiehle Ave., Reston, VA 20190. **We encourage you to pick up your packets on this day to avoid lines on race day.**

- Packets may be picked up by friends, co-workers or family members.
- Your packet includes: your race t-shirt, race number and goodies!
- Race day packet pick-up will be held from 8:00 am to 8:45 am. Arrive early to avoid lines.

## **STEP 4: RUN/WALK**

Join us Saturday, May 22<sup>nd</sup> for the Third Annual We've Got Your Back run/walk and spinal health fair!

8:00 - 8:45	Race Day Packet Pickup & Timing Tag Pickup
8:00-12:00	Spinal Health Fair & Kids Corner
8:30	Opening Ceremony
8:45	Group warm up
9:00	5k Race Start
9:45	1 Mile Fun Run/Walk Start
10:00	5k Race Awards Ceremony

## Sample Team Memo

To: All Staff

From: [TEAM LEADER NAME]  
[TEAM LEADER PHONE/EXT. NUMBER]

Date: [MONTH] [DAY], 2010

RE: [COMPANY/ORGANIZATION] Team is participating in DC Metro We've Got Your Back race/walk for spinal health awareness.

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### [COMPANY OR ORGANIZATION NAME] JOINS THE SECOND ANNUAL WE'VE GOT YOUR BACK RUN/WALK!

Did you know that...

- At some point, neck or back pain affects an estimated 9 out of 10 people. It is one of society's most common medical problems.
- Back pain is second only to the common cold on causing missed workdays for adults under age 45.
- There are 35 million office visits for neck and low back pain per year.
- Over 400,000 medical admissions occur per year for neck and low back pain.

In an effort to raise awareness about the importance of spinal health, we are organizing a team to support the Third Annual "We've Got Your Back" Race/Walk and Spinal Health Fair. This event will benefit The Spinal Research Foundation (SRF) and will be held on Saturday, May 22, 2010 in Reston, Virginia.

Our team has set a goal of raising [\$ FUNDRAISING GOAL]. We can easily reach that goal if [TEAM RECRUITMENT GOAL] register and they each raise [\$ AMOUNT]! [INSERT MATCHING GIFT LANGUAGE]. Join our team online at [www.spinerf.org/race/reston](http://www.spinerf.org/race/reston). Simply click "Register Now" and determine if you would like to register online or through the mail. Don't forget to fill in our team name, [TEAM NAME], on your registration form. You can also contact me and I can help you with the registration process.

The Spinal Research Foundation is a non-profit 501(c)(3) organization. The profits from the event will go directly to support programs focused on research, education, awareness and advocacy.

Lace up your sneakers and race/walk with us! Help [COMPANY/ORGANIZATION] demonstrate our commitment to spinal health, as well as show our support for family members, friends, and neighbors who are living with chronic neck and/or back pain. We can make a difference!

## Sample Solicitation Letter to friends, family and associates

*Optional Fundraising: This year we have added a fundraising component to our event called "Support The Spine". We are reaching out to you to help us in our mission to improve spinal health care. Participant fundraising is critical to our success and is the most direct way to impact our cause. We challenge each participant in your team to set a goal of raising \$100 or more. Once they have registered, they can send an email message asking friends, family members, neighbors and co-workers to sponsor them. Participants who raise \$100 or more will receive a \$25.00 gift certificate towards a pair of running/walking shoes from Potomac River Running Stores.*

Date

Name

Company

Address

City, State, Zip

Dear [Name],

I am writing to you today to ask for your help and support. On Saturday, May 22<sup>nd</sup>, I will be participating in The Spinal Research Foundation's (SRF) **We've Got Your Back Race/Walk** in Reston, VA. This race/walk is the only event of its kind to raise much needed funds and awareness for spinal health.

I have set a personal goal of raising {fill in your personal fundraising goal} and I need your help to reach it. I am raising money for spinal research because {I/my close family member or friend am/ is} currently suffering from chronic pain.

Spinal disease has no boundaries. It affects everyone, male or female, child or adult, young or old. More than 90% of the population will suffer from severe neck and/or low back pain during their lifetime. Eight percent of these people develop chronic pain, which means that at any given time, *35 million people in the United States are directly affected by disabling pain* and many more indirectly. Techniques to cure, manage and prevent these conditions need to be developed, implemented and proven. Your support will help continue progress as well as offer hope for {me/my family/friend} and the thousands of other individuals and their families facing the diagnosis of spinal disease.

When I heard that the SRF was sponsoring a race/walk in Reston to raise money for research, I realized that this was my opportunity to get involved. The Spinal Research Foundation is a non-profit 501(c)(3) organization. The profits from the event will go directly to the SRF to support programs focused on research, education, awareness and advocacy. Every tax-deductible donation made to the SRF, regardless of size, will help bring us one step closer to finding a cure.

I hope that you will be able to support my efforts and this wonderful organization. Please send your contribution to me at the address below. I will collect the funds and turn them in on race day. To learn more about the event visit [www.SpineRF.org/race/reston](http://www.SpineRF.org/race/reston) . I thank you in advance for your generosity and support.

Sincerely,

{ Your Name }

{ Your Address }

## Utilizing Matching Gift Programs

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches the contribution made by that employee to a nonprofit organization.

### 1. RESEARCH YOUR EMPLOYER'S MATCHING GIFT POLICIES

The place to begin is with your company's Human Resources department. If your company does not have a matching gift program, you can take advantage of the matching gift programs of other companies by asking your friends and family members who work for those companies to sponsor you.

NOTE: Many companies process their matching gifts online. If this is the case with your company, be sure to inform your walkers where to go to utilize this tool. **To receive credit for the matching donation, please ask your team members to print out any confirmations or e-mails they receive for their own match, or a match they are receiving from a donor, and to turn it in with their contribution to The Spinal Research Foundation.**

### 2. READ EACH MATCHING GIFT FORM THOROUGHLY

Most Matching Gift Forms are divided into two sections. The first section is completed by the donor/sponsor and the second section is completed by the nonprofit organization receiving the gift.

NOTE: Some companies require that a photocopy of the donor/sponsor's check accompany the Matching Gift Form. Ask your team members to have all required documentation attached to the Matching Gift Form when they turn it in to The Spinal Research Foundation.

### 3. BE PREPARED AND MAKE IT EASY

Keep a supply of Matching Gift Forms readily available and with your Sponsor Form. Encourage team members to do the same. Then sponsors/donors can complete the form at the same time they make the contribution.

NOTE: Some companies do not allow the standard form to be photocopied. Be sure to find out your company's policy before copying the form. Many companies will **ONLY** accept original Matching Gift Forms, *NOT* photocopies!

### 4. TELL YOUR SPONSORS WHAT TO DO

If your company does have a matching gift program, promote it. Explain how the match works, if they match \$1:\$1, \$1:\$2 or \$1:\$3, or if there is a minimum contribution that a sponsor/donor must make in order to utilize the program. Many times, sponsors will increase their level of giving when they know that the gift will be matched with funds from the company. Also, indicate to your sponsors/donors the sections they will need to complete.