Team Captain Manual

March 15, 2020 (12-4pm)
The Home Depot Backyard
*(1 Backyard Way, Atlanta GA 30313)

Questions:
Email: HungerWalk@acfb.org
Phone: 404-419-1723
Website: www.hungerwalkrun.org

Mail: Hunger Walk Run
732 Joseph E. Lowery Blvd. NW
Atlanta GA 30318

*An event of the Atlanta Community Food Bank

The Atlanta Community Food Bank is a nonprofit 501(c)(3) organization.
(Federal Tax ID Number: 58-1376648)
Your donations are fully tax-deductible to the extent allowable by law.
Please consult your tax advisor for appropriate itemization.
Why form a team?

By participating, you’ll help people in need receive healthy food through the Food Bank and our partner hunger relief organizations. You’ll also enjoy a fun, family-friendly, festival atmosphere including live music, Atlanta’s best food trucks, educational activities, children’s play zone and much more. You can make a difference for people facing hunger in our community.

What is a team?

A team is two or more people who want to participate in the biggest hunger relief effort in our community. Your team may consist of work colleagues, family members, friends, church groups, teachers and school children, college students, sorority/fraternity members, alumni groups or a combination. There is no limit to the number of people you can have on your team.

How do I build a team?

- Register your team online at www.HungerWalkRun.org with an easily recognizable name that reflects the spirit or origin of your team, e.g.:
  o Workplace – Team Coca-Cola
  o Place of Worship – Decatur SDA Church
  o Community Group – TCS Horse Lovers
- Customize your team page to best fit your needs.
- Reach out to your contacts via email, phone calls or social media and ask them to join or donate to your team.
- If your company or place of worship has multiple locations or departments consider setting up multiple teams and think of fun ways for the teams to have a “friendly competition.” This is a great team building opportunity!
- Link your team page to Facebook and Twitter!
- Share why you feel passionate about fighting hunger in our community and ask people to join you.
Be your team’s cheerleader and communicate with them early and often on the team’s goal and progress.

Announce important team milestones, e.g., “We’ve reached 80% of our goal with 3 weeks remaining…we can do it!”

Thank your team members and donors, and encourage communication between team members to motivate each other and share fundraising.

How Can Your Team Raise Money
This is a fundraising effort and your support impacts local hunger relief. Ask your coworkers, friends and family to make a donation or join your team.

- Request each team member make a donation to themselves to get the ball started.
- Set your goal! Raise $500 or more and become a member of our elite Champions Club. Members receive exclusive benefits and recognition.
- If your workplace, school or place of worship has multiple locations or departments, encourage them to form a team to fundraise.
- Send an email to family, friends, co-workers and other key contacts in your social or professional network, asking them to either join or donate to the team.
- Ask each team member to check if their company has a matching gift program.
- Place information (like rack cards or post cards) and put up posters in high traffic areas to raise awareness.
- Enlist the support of leadership at work or church to make a personal appeal (written or verbal) to encourage members of the organization to participate.
- For work participation, offer a prize/incentive like dress down or jeans day for their contribution.
- Ask for support from vendors, clients and customers.
- Encourage friendly competition between work departments or school classes to see who can raise the most money.
• Get creative! Have fun! Host a dinner party, car wash, bake sale or any other activity and ask folks attending to support your fundraising.
• Request a representative from the Atlanta Community Food Bank come to your office, school or church and speak about hunger in our community.

Frequently Asked Team Questions

What is the cost to participate?
A registration fee is required for all participants wanting to receive a t-shirt.
  Online registration: $25 per walker / $35 per runner
  Onsite day of event: $30 for walkers / $40 for runners
Online registration will be open until noon March 13, 2020

Where do I meet my team?
Prior to race day, designate a time and alert your team members meet you at the Community Tent. Event maps are located around the park at information tents.

Does everyone on my team have to run or walk?
No, everyone does not have to run or walk with their teams. You can support your team by raising funds and coming out on the day of the event to cheer on your team. You can also raise funds virtually, with no walkers or runners participating and still receive credit for your organization by turning in collection envelopes or using the online team fundraising tools.

How do I ask for donations/support?
  • Customize your team and personal webpages after you’ve registered.
  • Add an inspirational note, a photo that links to your team, or stories to inspire others to support your team’s efforts to feed those in need.
  • Use your participant center!
  • Use the scripted, quick and easy email messages to send out. Customize them to fit your style. Make sure to send emails to everyone you know.
  • Ask people directly to join your team.
  • Ask people to donate any amount…every little bit helps!
• If you’re on Facebook or other social media sites, make sure you use our Social app. It’s easy and directly connects with your personal webpage.
• Also, everyone is mobile these days, make sure you’ve got the mobile app on your phone as well, so you can monitor, communicate and celebrate your teams’ efforts, from anywhere at anytime.

How do I set my team goal?
We encourage a strong goal of $500 a person. Those who raise a minimum of $500 become a member of the elite Champions Club. Remember $1 can help provide 4 meals which means you’ll be helping to provide 2,000 meals to those in need.

What if my company matches donations?
This is a great way to make your donations go even farther! Use our easy online tool to see if your company provides matching gifts or ask your Accounting or HR department. They can provide you with the appropriate paperwork to submit along with your registration or any donations, so that we can fulfill any necessary documentation. Please contact HungerWalk@acfb.org with any other questions.

Can my team register on the day of the event, onsite?
Yes, but we strongly encourage you to pre-register using the simple, online registration tool. This will save you and your team valuable time onsite and remember, registration is more expensive on event day.

May I pick up T-shirts for my team early so that we can wear them the day of the event?
Yes, for teams of 40 or more members you may contact HungerWalk@acfb.org or call 404-419-1723 to arrange for an early T-shirt pick-up. Please allow 24-48 hours to process your request. Remember to notify your team members that you will supply their shirts to avoid them standing in line. We cannot mail out the shirts.
Will there be food, snacks or water available?
Yes. Food is available for purchase onsite from some of Atlanta’s finest food trucks/vendors offering a wide variety of tasty food choices. Tables and chairs are available in a “food court” style eating area. Free water is available along the route and snacks and beverages will be available as participants cross the finish line.

Who can I contact if I need help with registration or just have a question?

General Questions: HungerWalk@acfb.org or 404-419-1723
Online Support: Kirsten Olson, kirsten.olson@acfb.org or 678-298-2239

How is the money my team raises used to help my community?
The Atlanta Community Food Bank organizes Hunger Walk Run. We work in conjunction with five benefiting partner organizations that also receive funds: Episcopal Community Foundation for Middle and North Georgia, The Jewish Federation of Greater Atlanta, Inspiritius (Formerly Lutheran Services of Georgia), Presbytery of Greater Atlanta and St. Vincent De Paul Society.

Your donations support the food pantries, shelters, community kitchens, senior centers and child care centers operated or supported by these hunger relief organizations. Hunger Walk Run empowers donors to support the charity of their choice while contributing to broader, community-wide hunger relief efforts. The Atlanta Community Food Bank is a nonprofit 501(c)(3) organization. (Federal Tax ID Number: 58-1376648) Your donations are fully tax-deductible to the extent allowable by law. Please consult your tax advisor for appropriate itemization.

Where do we park?
More information coming soon.
If the park opens at Noon but the race doesn’t start until 2 p.m. what do we do between those times?
The entire event lasts about four hours, with onsite registration beginning at noon on March 15, 2020 at The Home Depot Backyard (1 Backyard Way, Atlanta GA 30313). Live entertainment, food vendors, sponsors tents, kid-zone activities and more until 4 p.m when the event closes. It is a family friendly festival atmosphere and all are welcome to attend. If you are unable to join in the walk or run, we encourage you to enjoy the event in the park and celebrate with the community in our combined efforts to support local hunger relief.

If I am a returning team captain, may I get a list of my team members from last year so that I may contact them first?
If you are reactivating a team, you will be able to view those you previously contacted and their response via your participant center contact list.

Can a team have more than one captain?
Yes, a team is allowed to have a captain and a co-captain.

If someone previously registered as an individual, can they change and join a team?
Yes, they can change from an individual member to a team member. Please email HungerWalk@acfb.org or call 404-419-1723.

What is the deadline for team registration?
The deadline for online team registration is Friday, March 13, 2020 at noon. Day of event registration is available onsite starting at noon on Sunday, March 15, 2020 at the Registration Tent. We strongly encourage you and your team members to register online for a smoother event.
Important Dates 2019 Hunger Walk Run

- Online registration begins: November 1, 2019
- Online team registration ends: March 13, 2020 at 12 p.m.

Day of Event: March 15, 2020

Park Opens Up: 12 p.m.
- T-shirt pick up
- Donation drop-off
- On-site registration
- Kids’ fun zone opens
- Entertainment Starts
- Food truck court opens

Runners begin: 2 p.m.
Walkers begin: 2:20 p.m.
Entertainment continues: 3 p.m.

2020 Hunger Walk Run concludes: 4 p.m.