



# PRC Walk *for* Life

## Team Captain's Handbook

### What Does a Walk for Life Team Captain Do?

A Team Captain is the primary link between the PRC and their church. Captains promote the Walk within their church, recruiting fundraising Walkers and generating enthusiasm for the event.

Here are some of the responsibilities of a Team Captain:

- Meet with your pastor to decide how you will promote the Walk in your church
- Set a goal for the number of fundraising Walkers your church will have this year
- Set up your church's team through our online fundraising system
- Recruit fundraising Walkers to join your team
- Arrange "Walk for Life Sunday"
- Encourage your church's fundraising Walkers, checking in with them on their progress
- Provide your Walkers with needed materials (forms, guide to recording pledges, fundraising tips)

If you have any questions, please contact Debbie Christian at the Blacksburg office – 540.552.5556 or [dchristian@prcnewrivervalley.com](mailto:dchristian@prcnewrivervalley.com)



# Walk *for* Life

## Suggested Pre-Walk Timeline:

**Now through March 15:** Decide how to promote the Walk in your church.

- Meet with your pastor to discuss how to promote the Walk in your church. Ask your pastor to walk. Set a date for Walk for Life Sunday (details below).

**After you meet with your pastor:** Set a goal for the number of fundraising Walkers and set up your church's team online.

- Set a goal for the number of fundraising Walkers your church will have this year. Make your goal realistic based on the size of your church. But remember, more fundraising Walkers = more funds raised for the PRC's life-saving ministry! Use our Walker goal poster (enclosed) to promote this goal in your church.
- Set up your church's team through our online fundraising system at [www.walkforlifeNRV.com](http://www.walkforlifeNRV.com). Team Captains should register first so Walkers will be able to find your church listed. (See enclosed insert for instructions on how to create a team.)

*Walker goal poster.*

Download and print additional resources (inserts, posters, fundraising forms, etc.) at [www.PRCsupport.com/walkforlife](http://www.PRCsupport.com/walkforlife) or arrange to pick them up from one of our clinics or have us mail them to you. Contact our Blacksburg office at 540-552-5556 to arrange this.

## March 19 and/or March 26: Walk for Life Sunday.

- Have your pastor make an announcement about the Walk during your service(s), or invite a speaker from the PRC to briefly explain the ministry and the Walk.
- Use the enclosed insert in your church bulletin on one of these two Sundays. (If your church needs bulletin inserts from us, please let us know ASAP. For printable bulletin inserts, visit [www.PRCsupport.com/walkforlife](http://www.PRCsupport.com/walkforlife).)
- Set up a Walk for Life information table in your church's foyer. Display the event poster and Walker goal poster. Have your team sign up sheet available. Before and after the service, be at the table to answer questions and provide materials. Also, if your church has wifi, consider having a laptop for people to register for the Walk right then.

## March 19 - April 23: Recruit and encourage fundraising Walkers in your church.

- Contact any previous year's Walkers in your church (we can provide you with a list of these people if you need it). Challenge them to walk again this year and to recruit at least one new Walker.
- Invite people to join your church team. You can do this in person, by phone, or by using the email links in our online fundraising system. (See enclosed insert for instructions on sending emails this way.)
- Build excitement within your church: hang up posters, encourage people to sign up as Walkers or to sponsor other Walkers.
- Speak with youth groups, Sunday school classes, and Bible studies, encouraging people of all ages to get involved as fundraising Walkers.



# Suggested Pre-Walk Timeline *(continued)*:

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**March 20 - April 23 *(continued)*:** Recruit and encourage fundraising Walkers in your church.

- Direct all Walkers to register online at [www.walkforlifeNRV.com](http://www.walkforlifeNRV.com) regardless of whether they plan to fundraise online or using the paper fundraising forms. If someone from your church wants to Walk but does not have access to a computer, please register them online, indicating that they will fundraise with the paper form.
- Provide your Walkers with needed materials, including fundraising forms (if they aren't using the online system), our guide to recording pledges, and fundraising tips. These materials are available at [www.PRCsupport.com/walkforlife](http://www.PRCsupport.com/walkforlife).
- Use the weekly bulletin announcements (available at [www.PRCsupport.com/walkforlife](http://www.PRCsupport.com/walkforlife)) in your church's bulletin, church email listservs or both!
- Check in with your Walkers on their fundraising progress. Encourage them and help maintain their excitement as they continue to find sponsors and raise funds.
- Direct any Walkers with questions about the online fundraising system to call the PRC's Blacksburg clinic at 540-552-5556.

**Week of the Walk:** Call all fundraising Walkers in your church.

- Tell them you'll see them at the Walk and answer any last minute questions they may have.

**Saturday, April 29: Walk for Life!**

- Arrive by 9:00AM to check in and greet your team members. Thank them for walking. Enjoy the event together! Stick around after the Walk to hear the top fundraising teams and top individual Walkers.

**Questions? Want us to walk you through the Team Captain role? Call the Blacksburg office at 540-552-5556.**

*The PRC operates Valley Women's Clinic, with locations in Blacksburg and Radford:*

**Blacksburg Clinic:** 708 N. Main St., Suite 200 • (540) 552-5556

**Radford Clinic:** 1016 Fairfax St. • (540) 838-2138

PRCsupport.com (supporters) • [valleywomensclinic.org](http://valleywomensclinic.org) (clients)

