



# Team Captain Handbook

**We are honored and thankful to have you!**

It all began in the early 1960s, when Eunice Kennedy Shriver saw how unjustly and unfairly people with intellectual disabilities were treated. She also saw that many children with intellectual disabilities didn't even have a place to play. She decided to take action. Thanks to dedicated and motivated team captains like yourself, give Special Olympics Florida is able to provide athletes with fitness training, education, and athletic competition — coupled with social, life, and leadership skill development opportunities — for children and adults with intellectual disabilities or a similar developmental disability.

Your commitment to the athletes of Special Olympics Florida gives them the opportunity to be part of an inclusive and inspirational environment through the different sports and programs offered. Your volunteerism supports Eunice Kennedy Shriver's vision of justice and inclusion for people with intellectual disabilities.

Thank you for your devotion of time, effort, selflessness, and advocacy for Special Olympics Florida. Let's bring everyone together and race for the athletes!

## Find your race

- Fort Myers
- Gainesville
- Key West (paddle)
- Miami
- Milton (cycling)
- Orlando
- Pensacola
- Tallahassee
- Delray Beach >> Vero Beach (cycling)





## About Special Olympics Florida

Special Olympics Florida brings joy, confidence, and self-worth to people with intellectual disabilities. Special Olympics Florida is not a single-day event or competition. It is a year-round, 365-day movement to inspire, pursue, and achieve dreams through participation in sports.



Combine these sports with wraparound programs, and Special Olympics Florida athletes have a gateway to life-long empowerment, competence, acceptance, and joy.

**History:** Special Olympics Florida, an accredited program of Special Olympics Inc., was founded in 1972 and is one of the largest volunteer-driven athletic organizations in the state.

**Competitions:** Special Olympics Florida offers sports training and competition with more than 500+ events throughout the year.

**Costs:** \$0.87 of each dollar raised for Special Olympics Florida goes to program costs and services.

**Involvement:** Special Olympics Florida serves nearly 60,000 athletes and Unified partners statewide. Neither athletes nor parents/caregivers are charged a fee to participate in the program, and activities exist for all ability levels, from severely challenged to elite athlete.



## About Race for Inclusion

We race to change perceptions of people with intellectual disabilities. We race to show that people with ID have unlimited potential...that they can be world-class athletes, dedicated students, valuable employees, and community leaders. We race to create a society that demands respect and acceptance for everyone. Special Olympics is known worldwide for its work supporting the physical, mental, and social wellbeing of people with intellectual disabilities. The Race for Inclusion will amplify our effort, bridging gaps in access and opportunity for a community that represents 3% of the



global population. Join us at one of our race locations and raise \$100 for an exclusive Race for Inclusion t-shirt. Your efforts allow Special Olympics Florida to continue providing year-round training and athletic competitions at no cost to our nearly 60,000 athletes and Unified partners statewide.

## What is a Team Captain?

Team Captains are the leaders of our race teams. You recruit your own team members who share a passion and commitment to raise money for the athletes and programs of Special Olympics Florida.

Fundraising efforts are culminated and celebrated at each Race for Inclusion event! Team Captains organize the team, delegate any team fundraising efforts, and coach and motivate their members and donors along the way!



Teams can be composed of friends, families, co-workers, companies, churches, social clubs, offices, small businesses...the list goes on!



## Join the Inclusion Revolution

The following pages contain a step-by-step guide to a successful campaign. It will help keep you on track and on target during each phase of your fundraising campaign. Pull them out, post them, and check off your progress.

### STEP 1: Organize

- Register your team at **[www.raceforinclusion.org](http://www.raceforinclusion.org)** and set a team fundraising goal.
- Personalize your team page and your individual page and set your goals.
- Work with your Special Olympics Florida staff partner to devise a plan that includes fundraising targets and making sure our mission is at the core of your campaign.
- Do you have a CEO who will help drive this campaign at work? Set up a meeting for you, your staff partner, and your CEO so the support of leadership and managers can be effectively established.
- Set a fundraiser and dollar goal. If you have started a company team, aim to get at least 20 percent of your company involved.
- Recruit a team ambassador or ask your staff partner for mission stories to share with your team throughout the campaign. Check out and use our fact sheet.
- Network – ask company suppliers and local businesses to support your team. Need a letter? Your staff partner is happy to craft one for you!

### STEP 2: Recruit

- Build Momentum
- Does your company have more than one team? Work with your staff partner to host a Team Captain training.
- Follow up the training with a company-wide email from an executive encouraging employees to sign up online and start fundraising.
- Promote Race for Inclusion and your team's efforts via social media. Share a photo, your goal, and let people know how they can sign up to support the team. If you are on a company team, work with your marketing or public relations department to help promote your campaign.
- Send updates every few weeks to celebrate your team's progress and encourage your team members to do more.

### STEP 3: Fundraise

- Encourage fundraising – have lunchtime meetings and challenge each other.
- Meet with each team member to help them start fundraising.
- Have them list friends, neighbors, and local organizations they plan to reach out to.



- Check in with your team members and celebrate their successes!
- Arrange incentives to motivate the team, like a free lunch or a vacation day for top fundraisers (for company teams).
- Arrange to make or have signs made to represent your team on race day.
- What will your team wear? Get creative with your team and make team shirts, themed costumes, or even matching outfits.
- Send a save-the-date to all of your team members and potential team members.
- Continue to promote your campaign and goals through social media, email, and follow up with your team members.

#### STEP 4: Race Day

- Create and review your event-day checklist.
- Organize your team and celebrate your success on event day!
- Contact your team members and get them excited for event day.
- Create a check list of important items you'll need (i.e., water, sunscreen, sunglasses, etc.).
- Get ready to celebrate!
- Make thank you notes for each team member!
- Share your photos on social media and use #RaceforInclusion
- Send a thank you to your supporters and include event day photos.

### Cause a Chain Reaction

**It's a win-win.** Fundraising incentives are offered throughout the season for a variety of online challenges. Not only are you winning, but the athletes are, too. By fundraising for the Race for Inclusion, you are making these programs possible and accessible to the athletes.

**Set a goal beyond \$100.** When you raise more money, more athletes are given the tools to perform in each sport. At a fundraising goal of \$350, you could sponsor an athlete for a year.

Here are some tools to help:

Visit [RaceforInclusion.org](https://RaceforInclusion.org) and use the available resources

- From each location's race site, click on "About" > "Participant Tools" to find sample letters, downloadable flyers, and fundraising ideas.
- Log into your account to find pre-loaded tools, such as email drafts and social media prompts, to assist with your fundraising efforts.



- Matching Gifts: Many companies match donations given to Special Olympics Florida by employees. Check with your team members and donors to see if their company offers matching gifts. Note: be sure to notify your staff partner of your confirmed matching gifts to ensure you will be credited online appropriately!
- Use the Fundraising Tips below as a guide to raising \$500 in just 10 days!

## Fundraising Tips



**Day 1 \$25-** Get yourself started! Make a personal contribution and show others how committed you are to Special Olympics Florida and our athletes.

**Day 2 \$100-** Challenge 3 family members to match your donation of \$25.

**Day 3 \$125-** Ask your best friend to match your donation.

**Day 4 \$150-** Ask your boss for a company donation or a matching gift.

**Day 5 \$200-** Hang out with friends! Ask five friends to donate \$10 to support Inclusion!

**Day 6 \$250-** Email your race page to five out of town friends and ask them to donate \$10 to support inclusion.

**Day 7 \$300-** Hit the town! Tell 5 businesses you frequent why you are pulling and ask for a \$10 donation.

**Day 8 \$350-** Gather support at work! Ask 5 co-workers for \$10.

**Day 9 \$400-** Ask 5 neighbors to support your pull for \$10.

**Day 10 \$500-** Ask 10 people at your church, club, gym, etc. for \$10 each.

YOU DID IT!

Remember, the EASIEST way to ask all of your contacts at once is through online fundraising! Make sure you set up your personal race page and customize it to showcase why you are pulling for our athletes! For other fundraising ideas, make sure to check out our A-Z fundraising guide or work with your staff partner.

*"You are the stars and the world is watching you. By your presence, you send a message to every village, every city, every nation. A message of hope. A message of victory."*

– Eunice Kennedy Shriver