



STEP

for bleeding disorders

5K WALK/RUN FUNDRAISER

P PROMOTING RESEARCH
E EMPOWERING PEOPLE
T TRANSFORMING TOMORROWS
S SHARING STORIES

Team Captain Toolkit

Your guide to leading your team to
fundraising success!



Learn more and register at
http://tinyurl.com/2024STEPForBleedingDisorders_



Thank you for being a Team Captain for the 11th Annual STEP for Bleeding Disorders 5K Walk/Run Fundraiser! This toolkit will guide you in the entire process of creating and guiding your team. If you should have any questions, please reach out to our STEP Walk Team Captain Chair, Samantha Javorka at samantha.javorka@bda-sc.org.

Here is a little information for you about our 2024 STEP walk:

Date/Time: May 11, 2024 Check-In Begins at 8:30 with opening announcements at 9am. The event concludes at noon.

Location: Saluda Shoals Park (Soccer Park Entrance)
6071 St. Andrews Road
Columbia, SC 29212

Entertainment and lunch will be provided. We will have a DJ, photo booth, and face painting! A Pizza Lunch will be provided after the 5K Walk/Run is completed at approximately 11am. Snacks are available throughout the morning.

Sponsor Booths will be available throughout the event. Our sponsors have graciously provided funds for our Walk and throughout the year. Please feel free to stop by each booth - chat with representatives or pick up some SWAG. They are there to provide you information on how they support those living with and affected by bleeding disorders.

Our walk is on a **5K Certified** trail for those participants who are looking to join the race! The trail map is provided within this toolkit. Completion of our Walk/Run will earn you a medal! There is a short track too so you don't have to complete the entire 5K and for some teams and participants, they just register and support the efforts and hang out.

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Setting Up Your Team

On our STEP for Bleeding Disorders Website, if you aren't already registered, do the following to set up your team:

- Click on “Register for this Event” and choose Fundraising Participant.
- Click on Create a Team and pick a name for your Team that tells who you are.
- Personalize your own page and share a story and pictures of why this cause is important to you.
- Set a fundraising goal for the team that's a stretch.
- Email or text the link to your friends, family, and colleagues and invite them to join your team.
- Start early so you can give people ample time to donate and join your team. They can also send the link to their friends and family and help you meet your team goal.

Naming Your Team

Creating a sense of fun and purpose for your Team can show support and belonging to team members. Showing pride for your family or team member can encourage your network to support your team. Come up with something crazy and unique, or name your team after a loved one affected by bleeding disorders. Some popular choices are to name your team “Team [Name of Person],” but get creative with it. Does your last name rhyme with something bleeding disorders related? Do you want to include the words Bleeding or Factor? Have fun with it!



How Your Donations Make a Difference

Every dollar you raise during the STEP for Bleeding Disorders Walk goes directly to the Bleeding Disorders Association of South Carolina. This money raised allows our organization to support our bleeding disorder community here in South Carolina in many ways.

Academic Scholarships: BDASC is proud to provide opportunities to receive academic scholarships to those who are looking to attend college. These scholarships are awarded to members of the community to help them to pursue educational endeavors. The funding for these scholarships is based on our fundraising efforts throughout the year.

Financial Assistance: Because of fundraising, BDASC is able to support those in need of a little extra help throughout the year. The assistance fund provides funds to eligible individuals and families who need emergency financial assistance and non-emergency aid for; basic living expenses emergencies, IE: utility, electric, housing, water, car, phone; medical and living expenses incurred due to the medical care associated with a bleeding disorder; transportation and lodging to HTC clinics, hospitals; medical equipment needs and supplies; Medical Alert ID; medical testing and bills, labs, health care insurance assistance, dental expenses (orthodontics are not covered), and mental health services. Other assistance requests may be available upon an individual basis and funding revenue, such as school needs, work training, college tuition assistance, and national meetings support.



Summer Camp Support: We provide summer camp support to families who have children attending summer camps upon request. The Chapter will provide travel grants or other needed items to help off set the cost of sending a child to camp. We partner each year with Camp Burnt Gin and the Hemophilia Treatment Center staff, and Camp Courage from the BILO Charities Children’s Cancer Center in Greenville to provide fun support for campers. We assist with encouraging the need to learn self-infusion and we share encouraging stories and experiences. We provide each camper with a commemorated Chapter Day T-Shirt and Swag while providing the entire camp, counselors, and staff with our famous “Ice Cream Social”.

Educational Resources and Infusion Assistance: We provide many resources and opportunities throughout the year for our community members to participate in educational experiences. Through infusion clinics, educational dinners, educational weekend events and so much more, we ensure that our community has the most up-to-date information regarding resources available to them to live a high quality of life.

Advocacy for Access to Care and Treatment: We have a robust nationally recognized State Advocacy Coalition with Advocacy Ambassadors who are members of the South Carolina bleeding disorders community, representing all counties in our state and all congressional districts. We advocate in Columbia and in Washington, DC to fight for quality treatment care and access without boundaries.



Putting the FUN in Fundraising

Fundraising is often one of the tasks that people say that they aren't good at. We're here to change that, by making fundraising FUN! It can be intimidating to ask people for money to support an organization, even one that is meaningful to you and your family. BDASC relies on fundraising throughout the year to be able to support our bleeding disorders community. Without these fundraising events and campaigns BDASC would not be able to provide **educational events, academic scholarships, travel grants, camp support, financial support, support for research**, and so much more. Here are some ideas for raising some funds while having fun at the same time!

Third-Party Fundraisers: Local companies/businesses will donate a certain percentage of money earned to your team – all you need to do is advertise and bring people in! Some require participants to bring in a flyer. Some examples include:

Chipotle, Chuck E. Cheese, Panera Bread, Blaze Pizza, Chick-Fil-A, Culvers, Krispy Kreme, Comeback Shack, Buffalo Wild Wings, etc.

Bake Sale/Lemonade Stand: Setup a table with baked goods or lemonade in your neighborhood! You'll be surprised how many neighbors will support you! This is especially great for getting the kids involved! Be creative with it - you don't need to just sell lemonade. Other ideas: Have children create artwork/bracelets to sell. Sell root beer floats on a warm day. Buy some donuts and sell "Donuts for Donations."



Silent Auction/Raffle: Contact your local business to see if they are willing to donate items or ask friends/families if they have any connections. Sell raffle tickets and raffle off the item(s).

Host an Event: Many places will donate their space for people looking to host a small fundraising event (check out local schools or churches). Host an event for friends and family to raise funds! Host a spaghetti dinner or a painting party. Reach out to local artists or grocery stores for supplies.

Birthday Fundraising: If your birthday falls at the right time, you can ask for donations in lieu of presents and have those funds added to your team donations. Many online platforms like Facebook will allow you to raise funds for your STEP Team for your birthday. You can start a month or more before your birthday to reach your goal and the funds will be sent directly to BDASC. Be sure to share your birthday fundraiser link with your family and friends and thank your donors. They will love to see your appreciation for their giving.

Passive Selling: There are many organizations that allow you to passively sell items to raise funds for charity events. A quick google search will yield many results. Choose something that you know friends and family would be interested in. Do you have people in your network that really love jewelry? Pura Vida, Keep Collective, Kendra Scott and more offer fundraising parties/campaigns. Do you think your network would like a Team Shirt? Check out CustomInk or Bonfire. Many of these places ship items directly to the person ordering them.



Social Media: Social Media can be a fantastic way to share that you are participating in the STEP for Bleeding Disorders Walk. You can share our event directly to Facebook and X from our Walk website. Simply click the button and add your story. This can be done through the main STEP for Bleeding Disorders Page, your Team Page or your Participant Page. Sharing from your Team or Participant page will lead donors straight to your pages to allow them to donate to a specific person or team.

Email Campaigns: Your Team or Participant page will allow you to email multiple people at a time requesting donations or requesting that people join your team. To do this, visit your Team Dashboard. Under “Quick Start” you can send a “Fundraising Email.” This will allow you to create an email to send to one or many people. We provide templates for this to get you started.



Thanking Your Donors

When soliciting donations, it's important to ensure that you show your appreciation to your donors. It's easy to do so! Our fundraising website will automatically send a generic donation thank you to each donor. This email will provide the donor with tax information as well as a donation confirmation. You can also reach out to your donors as well

How To Send a Thank You Email Through the Website

After you log into your Event Dashboard (the main page), you can scroll down and find all of your donations. Each donation will be listed similarly to this:

Anonymous	04/16/23 5:45 pm	Online	Undisclosed	Visa	Verified	
Anonymous	04/16/23 5:42 pm	Online	Undisclosed	Visa	Verified	
Anonymous	04/16/23 5:37 pm	Online	Undisclosed	Visa	Verified	

Find the donor you would like to thank and click on the envelope on the far right side. A pop-up will appear. You can use a template that we have already created or write your own personal email. Click Send, and you are set!

 The screenshot shows a "Contact" pop-up window. At the top, it asks "Start with an existing template?" with a dropdown menu set to "From Team Captain - Custom Thank You to Team". To the right, there is a "Subject" field with the text "Thanks Again for Your Support!". Below this is a "Your Message" field with a rich text editor toolbar. The message content reads: "Hello!
Thank you so much for your donation to %TeamName%! Your support has taken us one step closer to our fundraising goal, and I can't thank you enough for your generosity. Your gift makes a world of difference to the team, and I know it means a lot to %OrganizationName%." At the bottom, there is a "Tip" that says "Tip: Tags (ex. %EventName%) will be populated once the email is sent." and two buttons: "Send Email" and "Cancel".

Thanking Your Donors (Continued)

There are many other ways you can show your gratitude other than sending an email. If you have the donors address, a hand written card of thanks is a fantastic way to show your appreciation. If you have a facebook account, share your gratitude by tagging people in a post saying Thanks. Take a picture of one of your teammates holding a sign that says “Thank You”.



Costume Contest

What better way to celebrate your team spirit than by dressing up in a team costume! Continuing our tradition from years past, we will be hosting a Costume Parade and Competition. Participants will parade around in their costumes (you may wear them all day or just for the parade). Our team of judges will choose two winners - a Most Creative Team and a Most Creative Individual. These winners will be announced during the Walk!

Competition and Prizes

Get your team excited to win a trophy or receive a medal for walking or running the whole 5k course, or walking the short track and breaking the tape coming into the finish line. Competition is fun and there are several trophies or medals you and your team can win.

Awards:

- TOP FUNDRAISER INDIVIDUAL
- RUNNER-UP TOP FUNDRAISING INDIVIDUAL
- TOP FUNDRAISING TEAM
- RUNNER - UP TOP FUNDRAISING TEAM
- LARGEST TEAM WALKING / RUNNING
- RUNNER - UP LARGEST TEAM WALKING / RUNNING
- YOUNGEST and OLDEST WALKERS

5K Medals:

- FIRST PLACE
- SECOND PLACE
- THIRD PLACE





Team Captain Recognition & Gift Bag

At the walk during the event, you will be recognized as hosting a team and raising funds to meet the overall “STEP GOAL” for the Chapter by the STEP Team Captain Chair. Having a team is a lot of fun and important for BDASC to raise funds. Let us celebrate you and those who walk with you through your bleeding disorders journey.

Team Captain Support

In the weeks leading up to the STEP for Bleeding Disorders Walk, you as the Team Captain will receive emails dedicated to helping your Team succeed in your fundraising goals. We will provide tips and tricks on fundraising and keep you informed about all the fun we have in store. Should you have any questions, please reach out to our STEP Walk Team Captain Chair, Samantha, at samantha.javorka@bda-sc.org.

Thank you for being part of the BDASC STEP TEAM. We appreciate your support. Good Luck!



Keep An Eye Out!

Be sure to join us for our STEP for Bleeding Disorders Walk Kick-Off Event! More information is to come soon! You won't want to miss it!



Saluda Shoals Park 5K

Columbia, SC 29212

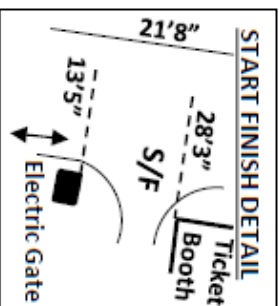
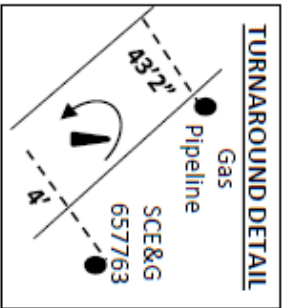
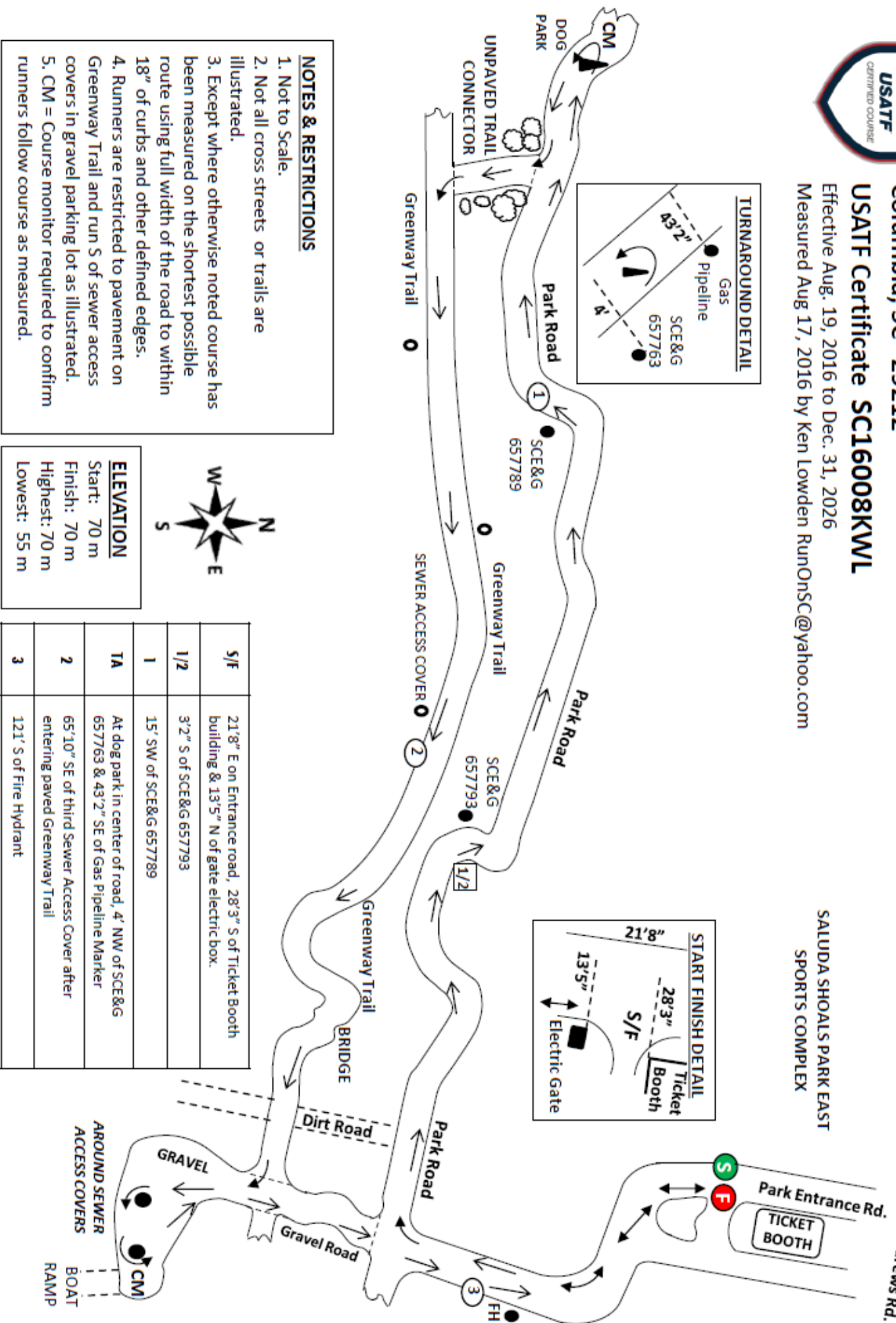
USATF Certificate **SC16008KWL**

Effective Aug. 19, 2016 to Dec. 31, 2026

Measured Aug 17, 2016 by Ken Lowden RunOnSC@yahoo.com

SALUDA SHOALS PARK EAST
SPORTS COMPLEX

To St. Andrews Rd.



NOTES & RESTRICTIONS

1. Not to Scale.
2. Not all cross streets or trails are illustrated.
3. Except where otherwise noted course has been measured on the shortest possible route using full width of the road to within 18" of curbs and other defined edges.
4. Runners are restricted to pavement on Greenway Trail and run S of sewer access covers in gravel parking lot as illustrated.
5. CM = Course monitor required to confirm runners follow course as measured.



ELEVATION

Start: 70 m
Finish: 70 m
Highest: 70 m
Lowest: 55 m

S/F	Description
1/2	21'8" E on Entrance road, 28'3" S of Ticket Booth building & 13'5" N of gate electric box.
1	3'2" S of SCE&G 657793
TA	15' SW of SCE&G 657789
2	At dog park in center of road, 4' NW of SCE&G 657763 & 43'2" SE of Gas Pipeline Marker
3	65'10" SE of third Sewer Access Cover after entering paved Greenway Trail
	121' S of Fire Hydrant



STEER

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