



## Fundraising Using Social Media

### Why Social Media?

- Great way to get the message out to hundreds of people in a single click. (Compare this to sending a letter out one by one!)
- Can reach out to groups of people that you might not otherwise send out e-mails to.
- Helps create a strong Hope in Motion Community on Facebook.
  - People in community will use this as way to get information, links, photos, videos, etc. not only on the event but also on Bennett Cancer Center.
- Last year started new teams and raised significant money just by getting the word out.

### Social Networking

- Goal is to build a team and fundraise utilizing all methods possible to reach out to your network.
- In today's day and age, social networking sites such as Facebook, Twitter, LinkedIn, Myspace and others offer easy ways to reach out to your own network.
- Facebook currently hosts over 400 million users and offers the ability to fundraise from your own site, and create an online community.
- Lastly, e-mail remains the most obvious, viral and inexpensive method to reach out to prospective donors.

### Ideas on How to Get Started

- When you e-mail, include links to the Hope in Motion site and Hope in Motion Facebook site. This will help drive awareness and allows your network to simply click to the web sites.

- Facebook is easiest – simply follow the steps on [www.facebook.com](http://www.facebook.com).
  - Become a "Fan" of Hope in Motion by clicking on the link on Hope in Motion's main site.
  - Can find all your "e-mail contacts" who are on Facebook quite easily.
  - Note there is a small learning curve, and can take months to acquire "Friends", but those that started last year are now ready to raise more money online.
  - Interact with the HIM site! Get others to join! Make it fun!
  - Read about how others are building their teams and raising money on Facebook and the Hope in Motion site.

### Helpful Sites to Launch Effort

- [www.facebook.com](http://www.facebook.com) – lots of people, easy to share content and very popular across all age groups.
- [www.linkedin.com](http://www.linkedin.com) – more of a professional community but easy to send notices to network.
- [www.myspace.com](http://www.myspace.com) – younger community, sharing music, etc.
- [www.twitter.com](http://www.twitter.com) – great way to send short messages and links to a broad community. Can also serve as great commentary for your fundraising effort.

### Useful Links to Have on all E-mails

- [www.hope-in-motion.org](http://www.hope-in-motion.org) (web site)
- [www.facebook.com/pages/Hope-in-Motion/296752397031?ref+mf](http://www.facebook.com/pages/Hope-in-Motion/296752397031?ref+mf) (become a Facebook fan)
- Follow us on Twitter @ [hopeinmotionwrr](https://twitter.com/hopeinmotionwrr)

# TEAM CAPTAIN'S KIT



Join Us!

Sunday, June 6, 2010

Columbus Park, Stamford, CT

Register, Donate or Sponsor a participant.

[www.hope-in-motion.org](http://www.hope-in-motion.org)

(203) 276-5920



# Team Captain's Kit

## Welcome to the 2010 Hope in Motion Team Captain Kit!

2010 marks a special milestone—the 15th anniversary of what started as The Walk and has now grown to be a walk, run, and ride known as Hope in Motion—Fairfield County's largest participatory charitable event.

If you are a returning team captain, thank you for helping us reach this important milestone, and if you're a new team captain, welcome! We're all in for a memorable and rewarding experience on Sunday, June 6th.

We come together as a community to make a difference in the lives of those affected by cancer—our family members, our friends, our neighbors, and our colleagues. Your support of the Bennett Cancer Center matters to its patients, their families, and the deeply committed staff.

Last year we were told that it would be difficult to raise money based on the economy, but through the hard work and dedication of our teams, we raised \$830,000—an amazing feat! This year's goal is set at \$1 million. It will take the commitment of each one of us to reach it. At this challenge, I am reminded of a quote from James Allen: "The greatest achievements were at first, and for a time, dreams." Let's make 2010 the year for not just a dream, but a great achievement.

I look forward to seeing each of you on June 6th, where we'll join as a community to honor survivors, remember those who lost their battle, support those in need, and most importantly, celebrate life. We're thrilled to have you join us for Hope in Motion 2010.

Thank you for your energy and passion!

*Nickolas Risom*

Nick Risom  
 Event Chairman

P.S. Become a fan of Hope in Motion on Facebook, and be sure to use it and other social networking sites to sign-up team members and boost your fundraising efforts.

Here's what you'll find in this kit:

|  |           |
|--|-----------|
| Hope in Motion 2010 Fact Sheet .....                           | page 3    |
| FAQ's and Tips for Team Captains.....                          | pages 4-5 |
| Fast Registration and Web Site Tips .....                      | pages 6-8 |
| Team Building and Fundraising Tips.....                        | page 9    |
| For your reference: Sample Donation Letter/E-mail.....         | page 10   |
| For your reference: Sample Team Recruitment Letter/E-mail..... | page 11   |
| Team Application Form .....                                    | page 12   |
| Team T-Shirt Order Form.....                                   | page 13   |
| Team Roster .....  | page 14   |
| Route Maps.....  | page 15   |
| Fundraising Using Social Media.....                            | page 16   |



# Walk & Run Route





# Team Roster

Fax this Form by May 21, 2010 to 203.276.2051

**Tip: Give copies of this sheet to the people helping you recruit a team. Please feel free to make additional copies of this form, as needed. There is no maximum team size!**

| Participant's Name | Address | Event T-shirts (S, M, L, XL, XXL)<br>Riders: Bike Vest (M, L, XL) for over \$500 collected (T-shirt for all) |
|--------------------|---------|--|
| 1. _____           | _____   |  |
| 2. _____           | _____   |  |
| 3. _____           | _____   |  |
| 4. _____           | _____   |  |
| 5. _____           | _____   |  |
| 6. _____           | _____   |  |
| 7. _____           | _____   |  |
| 8. _____           | _____   |  |
| 9. _____           | _____   |  |
| 10. _____          | _____   |  |
| 11. _____          | _____   |  |
| 12. _____          | _____   |  |
| 13. _____          | _____   |  |
| 14. _____          | _____   |  |
| 15. _____          | _____   |  |
| 16. _____          | _____   |  |
| 17. _____          | _____   |  |
| 18. _____          | _____   |  |
| 19. _____          | _____   |  |
| 20. _____          | _____   |  |

You must submit your roster with your T-shirt order form.



# 2010 Fact Sheet

**Who:** You and your team! (Teams are made up of a minimum of 10 people)  
 Hope in Motion is a family-friendly event, including well-behaved dogs on leashes!

**What:** Hope in Motion 2010 to benefit the Bennett Cancer Center

**When:** Sunday, June 6, 2010

**Where:** Columbus Park (between Bank and Main Streets), Stamford, CT

**Why:** The money you raise makes a significant difference to the cancer center's patients and their families who are provided with a superior level of clinical care in a compassionate environment and access to world-class physicians, skilled nurses, and the latest in treatment options, research protocols, and supportive services.

**How:** Please register, donate, or learn more at [www.hope-in-motion.org](http://www.hope-in-motion.org) or call 203-276-5920 and see how easy it is to get started.

**Schedule:**

- 7:00 am Registration Opens
- 7:30 am Bike Ride
- 8:30 am Family Fun Zone opens
- 9:00 am Run Begins (this is timed)
- 9:00 am Walk Begins
- 9:30 am Refreshments, Music, Give-aways

**Details:** The Walk and Run are 5k each, starting and ending at Columbus Park. The Bike Ride, totaling 50 miles, begins in Stamford and goes through Westchester County ending back at Columbus Park. There is a 20 mile ride available via a cut-off that will be clearly labeled.

Bring family and friends and check out the free expo provided by our partners.

The whole family can enjoy the Family Fun Zone together. Enjoy temporary tattoos, face painting, the HaHa clowns, activities, games and more.



## FAQ's & Tips for Team Captains

### What is a team?

Teams are made up of a minimum of 10 individuals—these can be co-workers, families, friends, etc.

### What are my responsibilities as a Team Captain?

- Recruit team members to join your team.
- Motivate each member to participate and raise money.
- Distribute promotional materials and answer questions.
- Collect funds not entered online or mailed in, and deliver to the event.

### How do I start a team?

- Go to [www.hope-in-motion.org](http://www.hope-in-motion.org), Click on Register Here, sign the waiver, and then mark that you want to "Start a Team". Easy to follow instructions will walk you through the rest of the steps!
- You can also find suggestions, see ideas, and get samples from successful team captains on the web site.
- Call the Hope in Motion hotline for personal assistance at 203.276.5920.
- Review the Team Captain Kit information and start spreading the word.
- Invite everyone!

### I have a small team formed, how do I get more people?

- Invite everyone to participate (board members, vendors, clients, customers, colleagues, fellow students, neighbors, club members, friends, and family).

- Remind people that all fitness levels are welcomed.
- On the web site, you can mark that you'd like your team to be open to new participants so that people you don't even know might join YOUR team!

### What is the Pacesetter Program?

The Pacesetter program is a special recognition program for participants who raise at least \$1,000.

You also qualify to be a Pacesetter if:

- You are the single largest individual fundraiser.
- Your team raises the most amount of money.
- Your school teams bring in the most money of all the schools.
- Your corporate team bring in the most money of all the corporate teams.
- Your team has the greatest number of participants.

### Is registering online really the best way to go?

Yes! We encourage you to use our web site [www.hope-in-motion.org](http://www.hope-in-motion.org) for registration and recruitment. Here's why...

- Registering online allows you to create a personalized team web page.
- Your team members can also create their own pages.
- Donors can conveniently contribute online using a credit card.

### Is there a deadline for registration?

Yes and No. Online registration closes at noon on June 5th, but participants may register on-site.



## Team T-shirt Order Form

Order Hope in Motion for Stamford Hospital's Bennett Cancer Center Walk, Run and Ride T-shirts for your team! A beautiful three-color design is printed on the front of a high-quality cotton T-shirt.

Individual teams, companies, and organizations can personalize their own name or have their logo printed on the back.

**Last Day to Order Shirts** Friday, April 30, 2010 (Please submit your team roster with this form and make sure your team members have registered on-line.)

### Regular Team T-shirt Pick-Up

May 17-20, 2010 Team T-Shirt Pick-up at Foundation (1351 Washington Blvd., Stamford) (corner of North St.).

**Available Sizes** Adult Sizes: S, M, L, XL, XXL

**Qualifications** One shirt per registered participant (walk, run or ride). One jersey/Ride participant with donations over \$500.

Registration must be received before May 20, 2010 or be presented with this form to pick up T-shirts in advance of event.

**Minimum** 10 shirts (teams are a minimum of 10 people)

**PLEASE SUBMIT YOUR TEAM ROSTER WITH THIS FORM. Mail or fax the form below.**

Your Name \_\_\_\_\_

Team Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Street \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Day Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Shirt Sizes and Quantities Summary \_\_\_\_\_

Fax to: 203.276.2051 or e-mail to [kpollak@stamhealth.org](mailto:kpollak@stamhealth.org)



**Event Date:**  
**Sunday, June 6, 2010**

Hope in Motion Walk, Run & Ride 2010 to benefit the programs and services provided at the Bennett Cancer Center at Stamford Hospital. The event attracts over 4,000 people of all ages and backgrounds primarily from Fairfield County & Westchester County.

**Sponsoring Organization:**  
Stamford Hospital Foundation  
1351 Washington Blvd., Suite 202, Stamford, CT 06902  
(203) 276-5900

**Websites:**  
www.hope-in-motion.org or www.stamfordhospital.org

**Foundation IRS Tax ID#:**  
060646917

**Foundation Tax Status:**  
501(c)-3 non-profit organization

**Fundraising Vice Chair:**  
Name: Lawrence R. Noble  
Phone: (203) 253-2555  
E-mail: lnoble@dirinternational.com

**Primary Contact:**  
Name: Fern Pessin  
Phone: (203) 276-5920  
E-mail: fpessin@stamhealth.org

# TEAM APPLICATION FORM

## Team Captain Information

Team Captain Name  # of Adults on Team

Team Name  # of Children on Team

Company

Address

City  State  Zip

Email

Phone

Fax

## Corporate Sponsorship Opportunities

For full details on Sponsor Benefit Packages, contact Fern Pessin at (203) 276-5920 or fpessin@stamhealth.org  
All Sponsorships \$5,000 and above include: Name and/or Logo included in program materials (assorted sizes based on sponsor level) including media, signage, marketing materials, printed materials, website materials when information received by deadlines.

**Presenting**  
\$50,000  
AVAILABLE: 1

**Premier**  
\$30,000  
AVAILABLE: 1

**Contributing**  
\$20,000  
AVAILABLE: 3

**Community**  
\$10,000  
AVAILABLE: 10

**Water Station**  
\$5,000  
AVAILABLE: 4

**Sampling**  
\$5,000  
AVAILABLE: 3

**Mile Marker**  
\$3,000  
AVAILABLE: 3

Please submit the information above to the **Stamford Hospital Foundation** and e-mail to: fpessin@stamhealth.org or fax to: (203) 276-2051. Please Call Fern Pessin at (203) 276-5920 with any questions.

*Thank you!*



# FAQ's & Tips for Team Captains

## A participant registered by mail, not online, how do they join a team? Or, if someone registers for the event as an individual, can he/she still join my team?

The participant or team captain can simply call 203-276-5920 with the name, address, and phone number of the person joining and ask to be transferred to the team.

## Can someone register at the park during the event and still be added to my team roster?

Yes. Participants should turn in their contributions at the Registration tent and be sure to have their names and Team Name clearly written on their pledge forms. In the weeks following the event, team totals will be updated to include all participants registered with your Team's name.

## What is the deadline for money to be credited to the team total?

Contributions, including matching gifts, must be received by the Bennett Cancer Center by June 4, 2010 in order to be counted toward your team's total for event day recognition. We will gladly accept contributions until September 30 for credit to the 2010 Hope in Motion event. The team with the most funds raised by June 4th will be asked to lead the Walk on June 6th.

## How do I handle check donations?

You can mail the donations to the address below or bring them to the Registration tent on the day of the event.

For cash and check donations, you must enter the donations on the web site yourself and mail them to the address below to be verified by our staff. Once we have verified the donation, it will be officially included in your web site total.

Please forward cash and check donations, along with a copy of the Pledge Entry form to:

**Hope In Motion**  
Stamford Hospital Foundation  
1351 Washington Blvd., Suite 202  
Stamford, CT 06902



## Fast Registration & Web Site Tips

For help with the whole site, you can go to the Help button on the upper right of the screen and take a mini-training course that teaches you how to use each part of the system.

### Q: I would like to register my whole family with one transaction.

- A:** Go to button on the top of the home page "REGISTER HERE".
- Sign waiver.
  - Under "Choose Below" select "Register a Family".
  - Select whether you are starting a new team, registering for an existing team, or registering not associated with a team.

**If you select New Team** – it will ask you to create your team first, then register the multiple names and pay with one credit card at the end.

**If you select Existing Team** – it will ask you to select your team before registering all of your names and then pay with one credit card at the end.

**If you select Not associated with a team** you can continue to register your group and pay with one credit card at the end.

### Q: I registered already and now I want to add my family.

- A:**
- Go to "REGISTER HERE".
  - Sign the waiver.
  - Choose "Register a Family" in the choices of how you want to register.
  - You can then add all your additional family members.
  - You'll be able to pay for the whole group with one transaction fee.

### Q: I am a team captain and want to add people to my team.

- A:**
- Enter MY HQ from "My Fundraising Information" section in the left menu bar on Home Page.
  - Select "Enter Off-Line Donations" from To Do list on right side of HQ page.
  - On the top of the page under index tabs you will see a tiny link that says "Team Registration".
  - Enter the registration for your teammate. (Follow above instructions if you want to enter more than one person (like a family)).

### Q: I am a team captain and I want to have a co-captain.

- A:** Before adding the co-captain, the person you want to add has to be registered for your team. If the person is on another team – they can change their team designation. (See Q & A for how to do that.)
- Enter my HQ from "My Fundraising Information" section in the left menu bar on Home Page.
  - Select "Enter Off-Line Donations" from To Do list on right side of HQ page.
  - On top of the page under the index tabs you will see a tiny link that says "Assign co-captain".
  - Choose which team member you want to be your co-captain (you can also remove a co-captain or change a co-captain on this page).
  - Go to Reports in the tabs across the top.
  - You will see a tiny link to "Team Participation Report" and you will see that your team co-captain is assigned and you should be listed as captain.



## Sample Letter: Join My Team

It's that time again!

The 15th Annual Hope in Motion – Walk, Run & Ride to benefit Stamford Hospital's Bennett Cancer Center will be held on Sunday, June 6th in Columbus Park. I have registered our team, (Team Name Here), and we are ready to go! Please join me this year in support of the wonderful programs and services that the Bennett Cancer Center provides. Together we will make a difference in the lives of cancer patients in this community.

All donations raised through Hope in Motion go directly to the Bennett Cancer Center to provide over 1,200 new patients and their families with a variety of programs including the following:

- Clinical trials & cancer research
- Exercise and nutrition program
- Patient support services
- Patient transportation
- Integrative medicine
- Genetic counseling
- Nurse navigation programs
- *Transitions: Choices in Recovery*
- Lung cancer program

This year, it is easier than ever to raise funds for this worthy cause! When you register, you will be able to create your own personal page; you will have access to some fun features to help you fundraise; and you will be able to send custom e-mails to your friends and family. If you are unable to physically join us this year, you can still use your fundraising talents and register online as Not Attending. You can make a donation to our team or the event at [www.hope-in-motion.org](http://www.hope-in-motion.org) - Just click the "Make A Donation" button.

I thank you for your participation in this event, and I hope to see you at our meeting place in the park.

Sincerely,



## Sample Letter: Sponsor Me

Dear Family and Friends,

I recently accepted the challenge to raise funds to support Stamford Hospital's Bennett Cancer Center by participating in the 15th Annual Hope in Motion – Walk, Run & Ride on Sunday, June 6, 2010.

All funds raised through Hope in Motion go directly to the Bennett Cancer Center to provide over 1,200 new patients and their families with a variety of programs including the following:

- Clinical trials & cancer research
- Exercise and nutrition program
- Patient support services
- Patient transportation
- Integrative medicine
- Genetic counseling
- Lung cancer program

Please help support me in this important project by contributing generously. Click on the link below to sponsor me. For additional information about the event or the Bennett Cancer Center, visit [www.hope-in-motion.org](http://www.hope-in-motion.org).

It is faster and easier than ever to support this great cause by making your tax-deductible donation online using the link below. If you prefer, you can send your contribution to the address listed below.

Whatever you can give will help – it all adds up! I greatly appreciate your support and will keep you posted on my progress.

Sincerely,

To make a donation online, visit my personal page by clicking on the link below.

To mail a donation, make checks payable to Stamford Hospital and reference my name. Donations should be mailed to the following address: Stamford Hospital Foundation, 1351 Washington Blvd, Ste.202, Stamford, CT 06902.



## Fast Registration & Web Site Tips

**Q: I am a team captain and I want to change the captain to another individual.**

**A:** Please contact the Stamford Hospital Foundation at 203-276-5975 or e-mail a request to [pposey@stamhealth.org](mailto:pposey@stamhealth.org).

**Q: I want to add more people to my team (friends, club/organization, co-workers, etc.)**

**A:** a) Go to "REGISTER HERE".  
 b) Sign the waiver.  
 c) Choose "Register Multiple People" in the choices of how you want to register.  
 d) You can then add all the additional people you want to add.  
 e) You'll pay with one transaction fee.

**Q: I want to register employees in my organization with a company credit card.**

**A:** a) Go to "REGISTER HERE".  
 b) Agree to Waiver.  
 c) Start a Team.  
 d) Choose "Register Multiple People".  
 e) You can add all the people you want to add.  
 f) At the final page, you will be asked to pay for all the people in your list.  
 g) You can enter your corporate credit card as payment – you will need to update the billing information to reflect the name and address to which the cc statement is sent.  
 h) If at some point you want to add additional people, follow the instructions in the Q&A for adding additional people to your team.

**Q: I registered all the people for my team but I want to add a personal donation.**

**A:** After completing registration for your team following the steps above,  
 a) Log in.  
 b) Go to "General Donation" at the top of every page.  
 c) If you are logged in, the donation will go to your record, if you are not logged in, you can select the person to credit for your donation (if that person is already registered) or you can select a team to donate to, or you can select to just donate to the event.

**Q: I want to see checks and credit cards that went directly to Stamford Hospital Foundation (not entered by the donor) for me or my team.**

**A:** Look in MY HQ and you should see a list of all the people who have donated to you with the amounts. It could take up to two weeks for a check to be processed and entered into the system, as the system is uploaded once a week.

**Q: I want to enter checks that I've collected from my donors, onto my participant page so I can send thank you e-mails and see the total donations for me (or my team).**

**A:** a) Log in.  
 b) Go to MY HQ in left Navigation Bar.  
 c) In MY TO DO LIST, click on "Enter off-line donations".  
 d) Proceed from there to Enter Pledge.



## Fast Registration & Web Site Tips

Note: these donations will be added to your personal total and the team total once the checks are received at the Foundation and entered as paid pledges. Please let us know by e-mail that you've entered these checks so we can make sure to credit them as paid right away. E-mail [pposey@stamhealth.org](mailto:pposey@stamhealth.org) FYI: This could take up to two weeks to process once received at the Foundation.

### Q: How do I join a team?

- A:**
- Select "FIND A TEAM" in the left navigation bar.
  - Find the team you want to join.
  - Click on team name.
  - Click on Join Our Team.

Note: If the team you want to join is not listed, you can start a new team in which case you will become the captain until the captain registers and we switch it, or you can notify the captain and make sure that he/she goes into the site and registers the team name.

### Q: Can I import my e-mail names from the last year's system?

- A:** E-mail addresses you previously added to your address book should still be there.

### Q: How do I add names to my e-mail list?

- A:**
- Log in.
  - Go to MY HQ.
  - In MY TO DO LIST – click on SEND E-MAILS TO FRIENDS AND FAMILY.
  - Add e-mails in the RECIPIENT E-MAIL list.
  - Add GREETING – Sue, Al, etc. The e-mail will say "Dear" whatever names are in your greeting.
  - Follow instructions to SEND E-MAIL.

### Q: To import your address book into the RECIPIENT E-MAIL list:

- A:**
- Convert your address book (aol, outlook, yahoo, gmail, etc.) to a csv file. (Instructions in the HELP menu of your computer.)
  - Separate your file into 30 names per file. (maximum import is 30 names). Name each file something else (example: HIMimport 1-30, 31-60, etc.)
  - Go to MY TO DO list and click on SEND E-MAILS...
  - Look at purple e-mail tab at top of page – in the purple underneath you will see: Send E-mail | Address Book Import | E-mail History Log.
  - Click on Address Book Import.
  - Import your .csv file.
  - It will populate your Address Book.
  - Keep adding until you have everyone. (Note: The addresses will be sorted by first name in your list.)
  - Click SEND E-MAIL and follow instructions.

### Q: I want to see what happened with my e-mails

- A:** Look at the E-MAIL HISTORY log at the top under the tabs.

### Q: I want to send e-mails to all the people who haven't responded yet.

- A:** Go to E-MAIL HISTORY LOG and you will see the responses. You can then e-mail again to all those who have responded, or to all those who haven't, by checking the boxes next to the names.



## Team Building & Fundraising Tips

### 1. Throw a House Party

Try this sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (like a costume party) and have fun!

### 2. Corporate Matching Gifts

Ask your company to match the amount of pledges you receive from your fellow coworkers.

### 3. Corporate Sponsorship

Ask a friend or contact who owns a local corporation if he/she would be willing to sponsor you.

### 4. The "Extra Change in My Pocket" Box

Create little boxes for your friends and family and have them place the boxes on their dressers or desks. At the end of day, they can drop their spare change in the box. It adds up! Collect it all and give the total collected to your team.

### 5. Start Your Own Extra Change Box

Similar to the idea above, keep a jar near your door and everyday, place your loose change in there. Or, put one on your desk at work—others will join you.

### 6. Office Fundraising Challenge

Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the winner a prize like movie passes or a gift certificate to lunch or dinner.

### 7. Theme Party/Dinner

Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more in pledges by the end of the night!

### 8. Birthday Gift Pledge

It is easier for your friends and family to write you a birthday check instead of spending hours shopping for you! And then you can donate the amount to your pledge total.

### 9. Recruit and Delegate

Give 10 of your friends 10 pledge forms each and ask them to help raise money for your or get others to join your team.

### 10. Creative Friends

Find a local artist or ask a creative friend if he/she would donate a piece of art or jewelry you could auction off. Or, see if he/she would be willing to create mass quantities of something you could sell and keep a portion of for your pledge total.

### 11. Office E-mail

Send an interoffice e-mail with the event link, [www.hope-in-motion.org](http://www.hope-in-motion.org) to recruit participants and sponsors.

### 12. E-mail Signature

Update your e-mail signature to include a request to support your efforts for Hope in Motion. Include our web site [www.hope-in-motion.org](http://www.hope-in-motion.org).

### 13. Create a Mini-Event

Promote your business (or an organization or club) to create a limited time event where funds raised will go to your total donation to the Bennett Cancer Center/Hope in Motion. If the public is invited to participate, let us know (203.276-5920 or [fpessin@stamhealth.org](mailto:fpessin@stamhealth.org)) and we'll list your event on the Hope in Motion web site calendar. Previous mini events include: A percentage of sales from the bar at 84 Park, a percentage of sales from wines purchased at New Canaan Wine Merchant, Athletes Foot hosts a run, Paddles with a Purpose is a paddle tennis tournament, etc. We can help you design your own mini-event!

# HAVE FUN!