

# Team Captain Rally 2023





# INTRODUCTIONS



# POLL TIME

**What part of Walk  
& Roll are you  
looking forward to  
this year?**

# 2022: THE YEAR WE CAME BACK WITH A BANG

## In 2022 YOU...

- Raised over \$875,000 to fund research and resources for families impacted by FSHD
- Gathered 1400 participants across the country
- Had over 180 Teams walk or roll toward a cure for FSHD







**YOU  
SPARKED  
THE  
FLAME**

PRIZE  
WHEEL!

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# Celebrating Our 2022 Teams!

## Teams who raised the most \$:

- **Heloise's Heroes** from **SouthWest Florida** raised \$46,103
- **Aumiller BEAT DUX4** from **Columbus** raised \$28,467
- **Team Trib Total Media** from the **Western PA Drum & Roll** raised \$26,001
- **Bryans Brigade** from the **CenTex Chapter Tacos & Tunes** raised \$19,830
- **Team Stenmon** from **New England** raised \$18,732



# Celebrating Our 2022 Teams!

## Teams with the most members:

- **Team CREW** from **West Michigan** had 71 Members
- **JM STARS R Makin' TRACKS!** from **Columbus** had 49 Members
- **Band of Byers** from **Minnesota** had 38 Members
- **Dogas Dystrophy Destroyers** from the **Mid-Atlantic Walk** had 35 Members
- **Team Hill** from **Colorado** had 30 Members





# Celebrating Our 2022 Chapters!

## Chapters that raised the most \$:

- The **New England Walk & Roll** raised \$105,681
- The **Cen-Tex Tacos & Tunes** raised \$71,330
- The **Colorado Walk & Roll** raised \$63,623
- The **Southwest Florida Walk & Roll** raised \$66,450
- The **San Diego Walk & Roll** raised \$66,386





# POLL TIME

**What is your  
team's goal this  
year?**

# 2023 TEAMS KEEPING THE SPARK IGNITED!

## Teams with most \$'s raised:

- **Weakened Warriors of the New Jersey Shore Walk** has raised **\$21,025**
- **Band of Byers of the Minnesota Walk** has raised **\$13,218**
- **Aumiller BEAT DUX4 of the Columbus Walk** has raised **\$13,151**
- **Electric Avenue of the Mid-Atlantic Walk** has raised **\$12,018**
- **Team Jack's Journey of the Atlanta Walk** has raised **\$10,762**



# 2023 TEAMS LEADING THE WAY!

## Teams with the most members:

- **Team McCabe** has **14** team members for the NJ Shore Walk & Roll
- **Team NotSoBland** has **12** team members for the Columbus Walk & Roll
- **Calder Family** has **9** team members for the Intermountain Walk & Roll
- **Team Crew 2023** has **9** team members for the MI Walk & Roll
- **Red Scooter Riders** has **8** team members for the AZ Walk & Roll





# **YOUR TURN**

**What is your  
team's name this  
year?**



PRIZE  
WHEEL!

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# Toolkit to Help You Succeed



TO CURE FSHD

## Team Goal-Setting Worksheet

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

Team Captain: \_\_\_\_\_

Co-Captain(s): \_\_\_\_\_

If applicable, start with your results from last year. In 2020, 139 teams raised the vast majority of funds; the average amount raised by a Walk & Roll team in 2020 was \$3,314. The participant average in 2020 was \$408!

Previous Year's Results	This Year's Goals!
# of team members:	# of team members: (20% increase = number of participants last year x 1.2)
Total amount raised:	Minimum goal: \$ (Team member goal x team member average)
Average per team member: \$ (Total raised / number of team members)	2021 STRETCH GOAL! \$ (team members x \$408 average)

### Make a Plan! Work the Plan!

- ☐ Customize your team webpage – tell your FSHD story; add pictures; link to a video; connect to your social accounts.
- ☐ Invite friends, family, co-workers, acquaintances, and friendly strangers to join your team! Think about a co-captain to help rally the troupes.
- ☐ Send a follow up invitation... once will not be enough for most people. 😊
- ☐ Welcome new team members and share your team goals. Encourage them to customize their personal page, invite a friend to join, and begin their fundraising.
- ☐ Send occasional updates, celebrations and "shout outs" to your team members.
- ☐ Illustrate the impact they can and are making. Connect their efforts to research progress by sharing a blog post, sending them to the Therapeutic Accelerator page, etc.
- ☐ Make a plan to make event day rock! Walking at an in-person event or walking "virtually" in a small group? Custom team t-shirts or themed attire? Meeting for coffee in advance of the walk or going out to lunch after?
- ☐ Thank your team members for all they are doing/have done and have them "mark their calendar" for next year!



TEAMING UP TO END FSHD!



## TO CURE FSHD TEAM CAPTAIN GUIDE

### STRONGER THAN FSHD

Ending FSHD will take all of us. That's why the *Walk & Roll to Cure FSHD* is so important and why you matter so much to the effort. The Walk & Roll helps us team up with friends, loved ones, and co-workers to change the world for everyone affected by FSHD.

### STRONGER TOGETHER

Together we can ensure no one on this journey travels alone.

Together we bring help and hope to patients worldwide as we build a global patient community that is informed, empowered, and engaged.

Together we will lead a global movement to shorten the drug development timeline.



TO CURE FSHD

RAISING FUNDS to  
FIND the CURE for  
FSH Muscular Dystrophy

Join Our Team!

OUR TEAM GOAL!



TEAM NAME

TEAM CAPTAIN NAME, EMAIL, PHONE

TEAM PAGE URL



FSHD  
SOCIETY

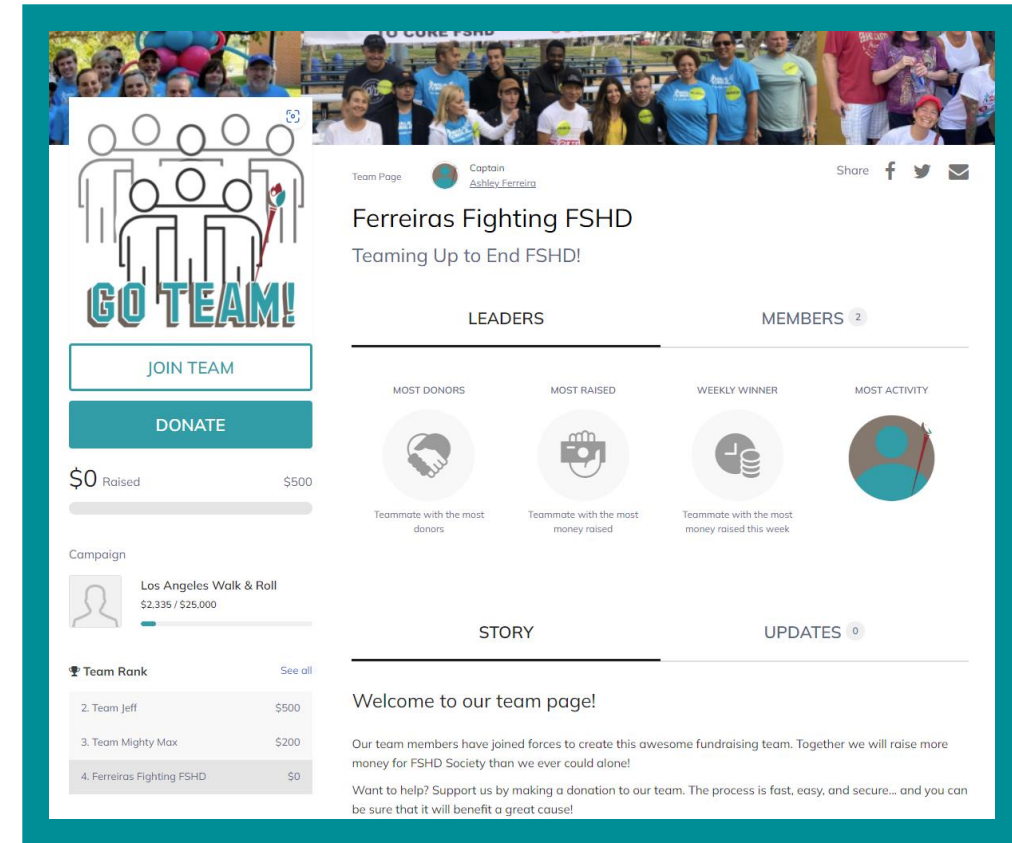
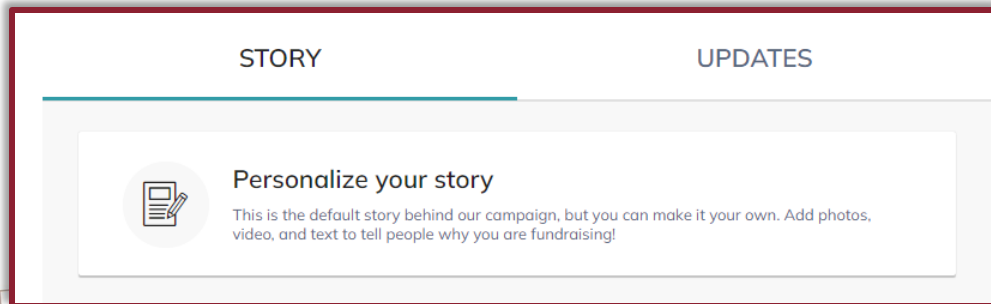
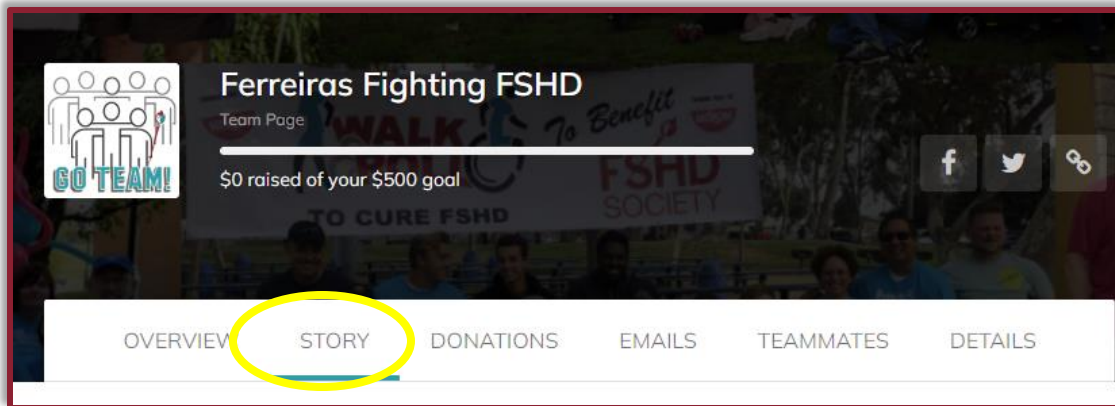
The FSHD Society is here to provide help and hope to those living with FSH Muscular Dystrophy (FSHD). Our goal is that no one ever face this disease alone. Generous donations make this possible, and advance research that gets us closer to treatments and a cure. [FSHDSociety.org](https://www.FSHDSociety.org)

Download resources at [FSHDSociety.org/walk-roll-teams](https://www.FSHDSociety.org/walk-roll-teams)

FSHD SOCIETY  
LIGHTING THE WAY TO A CURE



# Make FUN-raising Personal





# POLL TIME

Have you already  
customized your  
team page?



# **YOUR TURN**

**What tips and tricks do you have to share with fellow team captains?**



PRIZE  
WHEEL!

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# **YOU sparked the flame, now keep it burning!**

Flood social media

Custom Team T-shirts

Festive Team Attire

Pre- or Post-Walk & Roll Team Celebration

**HAVE FUN!**



# **YOUR TURN**

**How are you going  
to celebrate your  
team's success  
this year?**

# What's Next?

## ***Team Fundraising Week*** ~ August 28 - September 4

The Top 3 Team Captains and the Top 10 Individual Fundraisers between August 28th and September 4th will receive a fabulous pair of knee-high socks with flames. Please wear them to your local Walk & Roll to Cure FSHD--show them off, be fashionable, and a little bit of healthy competition/envy is always a good thing!

Training – Next Thursday



**CONGRATULATIONS TO OUR TEAM  
RECRUITMENT BLITZ WINNER**





***THANK YOU!***

**YOU**  
**Are making a**  
**difference for every**  
**family that lives**  
**with FSHD!**



PRIZE  
WHEEL!

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