

Luminary WALK

Dear friend,

Thank you for your interest in becoming a Team Captain for Unity's 4th annual Luminary Walk. For 45 years, Unity has been the non-profit leader in hospice care, supportive palliative care and grief support. This annual walk is a fundraiser to benefit the Unity Grief and Education Center, the region's only freestanding center supporting individuals and families of all ages who have experienced a death. Located at 2079 Lawrence Drive, De Pere, the Center is staffed by Unity's experienced Grief Services team which consists of licensed counselors, social workers, child life specialists, and trained volunteers who offer one-on-one and family counseling, grief groups and grief education.

By forming a team for the Luminary Walk and raising funds, you help ensure everyone in our community has access to compassionate grief support. With our team captain kit, getting your team started couldn't be easier. Once you're through reading, you'll be ready to register online, set up your personalized webpage, and start gathering your friends, family and co-workers to make a difference for those in need of grief services.

Thank you again for your interest and support of Unity Grief and Education Center.

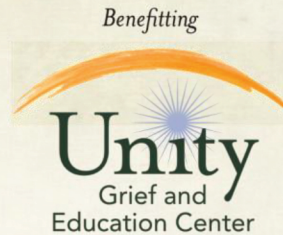
We look forward to walking with you May 9!

Sincerely,

Unity Grief Services Team



Luminary WALK



Become a Team Captain

As a team captain, you can help those grieving in our communities by gathering your friends, family and co-workers to raise funds. Participate in the annual Unity Luminary Walk to help ensure compassionate grief support is available in our communities.



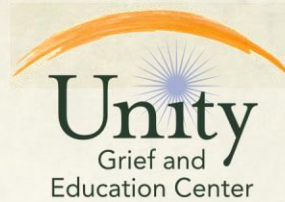
WHEN YOU WALK:

- You're a leader in support of those grieving
- You help everyone in our community have access to compassionate grief support.
- You provide hope for those who are grieving.

USE THIS KIT TO:

- Invite your friends, family and co-workers to join your team
- Spread the word and fundraise in support of Unity Grief and Education Center
- Organize your teammates, have fun and achieve your goals

Luminary WALK



Steps to Success

WEEK ONE:

Register online for the Unity Luminary Walk and set up your team page at www.unityhospice.org/luminary-walk.

Set a goal: How many walkers do you want to recruit to your team?

Get people to help: Invite family members, friends and colleagues to join your team and ask them to invite their friends and family!

Ask your employer to match gifts: Many companies have matching gift programs, where they'll match donations to you or your team. Contact your human resources department to see if your company provides this benefit.

WEEK TWO:

Distribute brochures: Place Luminary Walk brochures in high-traffic areas and let co-workers know where they're located. Have walkers contact you directly so you can keep track of your team members.

Hang up flyers: Write your name and contact information on the Luminary Walk flyers and hang them up in visible locations for your co-workers.

Email your team webpage to friends, family, and colleagues to recruit team members and get donations.

Use social media to get the word out to family, friends and colleagues.

WEEK THREE:

Continue reaching out to everyone you know who might be interested in supporting those grieving by using email, phone, bulletin boards, social media and word-of-mouth. On average, it takes three emails to get most people to go online and donate, so don't be shy about reaching out to friends and family more than once to ask for donations.

Get creative with recruitment. Add a link to your team webpage in your email signature, distribute flyers to colleagues in the office, or reach out to friends and family through social media. Make sure you encourage them to bring friends and family members.

WEEK FOUR:

Start a team challenge in your workplace or social group. Encourage employees to create their own Luminary Walk Team and have the teams in your company compete for the largest team and most money raised.

Host your own fundraiser, yard sale or other creative event to raise walk donations.

WEEK FIVE - SEVEN:

Stay in touch with your team members. Set aside a few minutes each week to email or call team members and see how they're doing with fundraising and recruitment.

WEEK EIGHT:

Order t-shirts: Friday, April 12th is the deadline to be guaranteed your t-shirt size by submitting a minimum donation of \$35.

See how you measure up to your original goal for team members. Have you recruited enough walkers? If not, brainstorm with your team about getting more people to join.

Double check that everyone has asked if their employer has a matching gift program.

Review this checklist to make sure that you haven't missed any important tasks.

DAY OF EVENT:

Remind your teammates to bring their donations that haven't been processed online with them on Walk Day.

Have fun! Enjoy the walk and be proud that you helped make a positive impact in the lives of those facing grief in our communities.

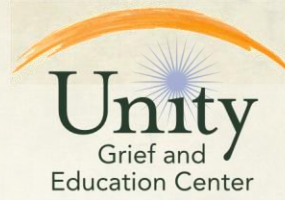
POST EVENT:

Thank your teammates with a letter, email or phone call.

Ask for late donations on your fundraising webpage.

Collect any donations that were not handed in and mail to:
Unity Luminary Walk c/o Unity Grief and Education Center 2079
Lawrence Drive, Suite B, De Pere, WI 54115

QUESTIONS? Call Unity at: 920.339.6700 or 800.990.9249



Team Roster

TEAM NAME: _____

TEAM CAPTAIN: _____

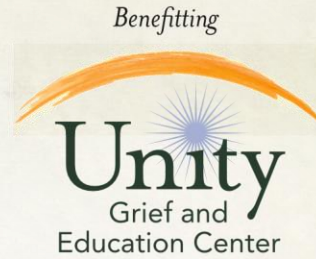
TEAM MEMBER

PHONE

EMAIL

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____
- 16. _____
- 17. _____
- 18. _____
- 19. _____
- 20. _____

Luminary WALK



How to raise \$500 in just one week!

Unity's Luminary Walk is committed to raising funds and awareness for those grieving in our communities. Every dollar raised helps make a difference. Collecting donations for those needing grief support is easy!

Here's a quick and easy guide to raising \$500 in one week!

DAY 1: \$50

Pledge to yourself! Your gift sets the tone for what others will give!

DAY 2: \$200

Ask eight relatives to pledge \$25 each

DAY 3: \$50

Ask five friends to forego their coffee and pledge \$10 each

DAY 4: \$50

Hang your registration form at work and watch five co-workers pledge \$10 each

DAY 5: \$150

Create a Facebook Fundraiser and share the walk with others!