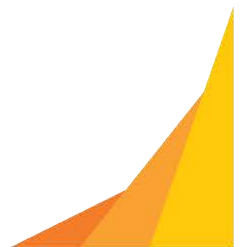


## TEAM CAPTAIN'S TOOLKIT

THANK YOU FOR ORGANIZING A TEAM FOR JUNE 4!

This Team Captain's Toolkit Includes:

- Team Captain Checklist
- Team Recruiting Message Toolkit
- Instructions for Creating a Team on Run Reg
- Additional Resources



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## TEAM CAPTAIN'S TOOLKIT

Dear Team Captains:

We're thrilled to welcome you as an official Team Captain for the Annual **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH!** We have an incredible day planned, featuring a scenic route that begins and ends at Veteran's Memorial Park in Manchester. There will be fun for all ages, from a live band and DJ to games, face painting, local wellness vendors, and more!

As an unwavering ally for children, adults, seniors, and Veterans of all abilities, Easterseals NH provides plans of care comprised of thoughtfully integrated services to help those we serve live, learn, work, and play throughout their lifetimes. Through our 11 programs in New Hampshire, we offer essential services and on-the-ground supports to more than 16,000 individuals each year. With your support, we can continue inspiring possibilities and creating a more accessible future for everyone. Learn more at [www.eastersealsnh.org](http://www.eastersealsnh.org).

New to being a captain? No problem! The process is easy, and you can expect our support every step of the way. Our event is also an excellent opportunity to promote health and wellness in your workplace, school, or neighborhood. Invite colleagues to shake off winter and get active for a great cause.

We raised **more than \$152,000** for our programs during last year's walk. Scan the QR code to the right to see what our event is all about!

This year, we've got two amazing perks for teams. Be sure to let your team members know about these incentives to keep their motivation high!

Got questions or need more information? Please contact event manager Courtney Riviere-Spencer at [criviere@eastersealsnh.org](mailto:criviere@eastersealsnh.org).

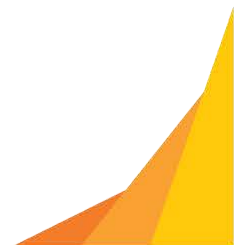


Thank you for supporting Easterseals NH!

A handwritten signature in black ink that reads "Courtney RS".

Courtney Riviere-Spencer  
Event Manager, Development  
Easterseals NH & VT

## Team Captain Checklist



## TEAM CAPTAIN'S TOOLKIT

- **Attend the Eversource Walk Kick-Off Breakfast.** Join us on Thursday, April 23, for a delicious breakfast at Eversource's Energy Park in Manchester to hear from race participants, Easterseals NH and Eversource leadership, and the walk team.
- **Find Your "Why."** If you are seeking inspiration to discover passion and purpose as a Team Captain, let us introduce you to Hadley and Delaney, two sisters who attend our Early Childhood Centers of Excellence (ECCE).

For their mother, Marissa, the center has been a place where her children received the care, support, and foundation they needed to thrive, a community for which she will always be grateful. "Being a first-time mom, it was reassuring to feel comfortable leaving my daughters with people who were either parents themselves or deeply passionate about their child development careers," she said.



**For more on Marissa's story, scan the QR code to the right!**

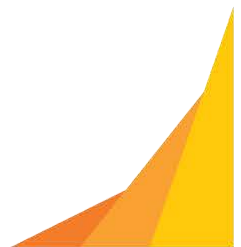
- **Review the materials you receive.** Feel free to email Courtney Riviere-Spencer at [criviere@eastersealsnh.org](mailto:criviere@eastersealsnh.org) with questions or for tips on how to get started.
- **Register and create your team webpage** at: [runreg.com/eversource-walk-5k-run-for-easterseals](http://runreg.com/eversource-walk-5k-run-for-easterseals)
  - We recommend using your company name, as it will be easier for others to find.
  - **Please note:** The first person in your company to register is automatically named the Team Captain.
- **Set team goals:**
  - How many team members do you want to recruit?
  - How much money do you think you can raise?
  - Does your company match other people's donations? (HR can usually help you)
- **Recruit team members!** Be in touch with people and encourage others to join you. Anyone of any ability can be on your team! Post the event on Facebook or mention it at a staff meeting. Don't forget to include the link to your registration page so people can sign up or donate!
- **Share this event with your staff and colleagues!** Place an EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH article in your company's e-newsletter, church bulletin, town or neighborhood Facebook group, or wherever people will see it, announcing your company is forming a team and raising funds.
- **Display posters in high-traffic locations and let colleagues know where to get one.** Be sure to place your general contact info on the poster so interested team members know how to reach you.
- **Hold a team meeting or a practice run** for the runners or walkers on your team.



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## TEAM CAPTAIN'S TOOLKIT

- Periodically announce company-wide how your team is doing.** Consider creating an incentive for your team members to help them reach their goals.
- Determine a good meeting spot for your team on June 4.** Discuss carpooling to Veteran's Memorial Park and maybe even a team dinner afterward in downtown Manchester. Don't forget about our Wellness Alley, opening at 4 pm that day at Veteran's Memorial Park with health and wellness vendors, a DJ, face painting, and games!
- Send last-minute reminders to all team members.** Review details, finalize your team meeting place, and designate someone to take a team photo for the company newsletter that day.
- Tie up your laces and HAVE FUN!**



## TEAM CAPTAIN'S TOOLKIT

### Team Recruiting Message Toolkit

#### Email & Social Media Message:

**Subject for Email:** Join Me at the Annual EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH

Mark Thursday, June 4, on your calendar! That's when the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** will take place through historic downtown Manchester. Our company is assembling a team, and I am delighted to serve as your team captain. Call me at <your phone number> or email me here: <your email address>. Register and join our team at [runreg.com/eversource-walk-5k-run-for-easterseals](http://runreg.com/eversource-walk-5k-run-for-easterseals). Let's make a difference for our New Hampshire neighbors of all abilities!

#### Voicemail Recruiting Message

Hi, this is <your name>, <company name's> team captain for the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH**. Mark Thursday, June 4, on your calendar! Walk or run with us and help raise money to provide thoughtfully integrated services to local children and adults of all abilities. **It will be a fun day for all ages, with activities for the whole family!** Call me at <your phone number>.

#### Sample Company Newsletter Message

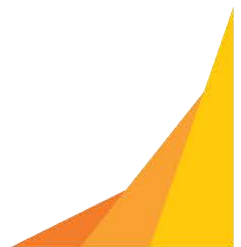
**Company Newsletter Headline:** Join Our Team for the Eversource Walk & 5K Run for Easterseals NH!

A team from <your company/organization name> will be participating in the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** on **Thursday, June 4**, to help make a difference in the lives of local children and adults of all abilities.

<Your company/organization name> has set a goal of recruiting <number> people for the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH** on June 4. <Your name> of <department> is the team captain responsible for organizing <your company/organization name> employees and associates for the event. Our team hopes to raise <value> for Easterseals NH, and we need your help!

In addition to the Walk & 5K Run, participants can expect live music, a wellness fair, and all the unique features of past race events.

Funds raised from the walk/run will provide free and reduced-price Easterseals NH services for Granite State children and adults of all abilities. For more information about the **EVERSOURCE WALK & 5K RUN FOR EASTERSEALS NH**, email <your name> at <your company email address>.



## TEAM CAPTAIN'S TOOLKIT

### Creating a Team on Run Reg

Follow the registration link to Run Reg ([runreg.com/eversource-walk-5k-run-for-easterseals](http://runreg.com/eversource-walk-5k-run-for-easterseals)) and choose your category to participate in.

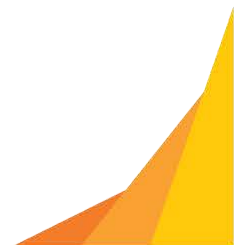


Scan the QR code to start.

— SELECT YOUR CATEGORY —

| 5k Registration   |                 |           |      |
|---|-----------------|-----------|------|
| CATEGORY  | START TIME      | DISTANCE  | FEE  |
| <input type="checkbox"/> Adult (18+) 5k   | 6:20 PM         | 5 km      | \$25 |
| <input type="checkbox"/> Youth (17 & Under) 5k  | 6:20 PM         | 5 km      | \$15 |
| Accessibility Walk  |                 |           |      |
| <input type="checkbox"/> Non-Competitive Accessible Walk                                      | see event notes | .3 miles  | \$25 |
| • Complete the 1/3 mile non-competitive, accessible walk at your own leisure from 4 PM - 6PM. |                 |           |      |
| Kids Fun Run  |                 |           |      |
| <input type="checkbox"/> Kids Fun Run (8 & Under)   | 6:00 PM         | 50 meters | \$0  |

(Continued on next page)



## TEAM CAPTAIN'S TOOLKIT

### Creating a Team on Run Reg (continued)

Scroll down and log in as a guest or returnee.

**Your Selection(s):**

- *General Registration: Adult (18+) 5k \$25 - remove*

**REGISTER WITH OUTSIDE ACCOUNT**      REGISTER AS A GUEST

It will bring you to the next page. Under Participant Contact Information, you will see this:

— EVENT FUNDRAISING —

Fundraising for Easterseals, NH

Would you like to make an even bigger impact for people with disabilities? We invite you to fundraise for Easterseals NH! It can be as easy as asking just five friends for a \$20 gift. Every gift matters, as it's not about how much you raise but who you are raising it for!

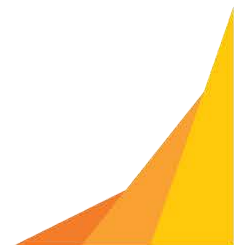
You will receive a link to your personalized fundraising page upon checkout.

**Please select a fundraising option:\***

Join a Fundraising Team     Create a Fundraising Team     Fundraise as an Individual

This is where you can create a team, join a team, or fundraise on your own. Once you have created your team, anyone can join it by selecting it via the drop-down box. Don't forget to invite your teammates to sign up early to receive a free shirt!



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## TEAM CAPTAIN'S TOOLKIT

### Additional Resources

There are plenty of reasons to step up as a Team Captain. Whether you've supported Easterseals NH for years or you're joining us for the first time, take a moment to think about what's driving you.

Your "why" matters. It's what brings your team together, keeps the momentum going, and carries you all the way to the finish line.

At Easterseals NH, inspiration is never far away. The stories of our clients, staff, volunteers, and donors reflect the determination, pride, and compassion behind everything we do. If you're looking for a little extra motivation, scan the codes below to explore stories and resources on our website!

And don't forget—sharing the program fact sheet with your team is a great way to keep everyone connected to the impact you're making together.

See you on June 4!



Scan to view our digital 2025 Annual Report

Interested in volunteering? Scan to visit our GivePulse page, where you can explore opportunities and pick up pre-race volunteer shifts.

