

TEAM CAPTAIN'S TOOLKIT

THANK YOU FOR ORGANIZING A TEAM FOR JUNE 5!

This Team Captain's Toolkit Includes:

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



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 a spectacular day planned with a route that starts and ends at Veteran's Memorial Park in Manchester. Participants can expect a live band, games, a DJ, face painting, 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 17,000 individuals each year. With your support, we can continue elevating all abilities and creating a more accessible future for everyone. Learn more at www.eastersealsnh.org.

If you've never been a captain before, that's OK! 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 \$145,000** for our programs during last year's walk. Scan the QR code to the right to view our recap video on our website!



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!

Top Fundraising Team:

The team that raises the most funds will be awarded a table for 8 at Easterseals NH & VT's Annual Celebration in October, along with recognition during the celebration.

Top 3 Individual Fundraisers:

Our top 3 individual fundraisers will each receive gift certificates to Marathon Sports.

Got questions or need more information? Please contact events managers Courtney Riviere-Spencer or Kayla Whitcher at criviere@eastersealsnh.org or at kwhitcher@eastersealsnh.org.

Thank you for supporting Easterseals NH!



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



Kayla Whitcher
Events Manager, Development
Easterseals NH & VT



TEAM CAPTAIN'S TOOLKIT

Team Captain Checklist

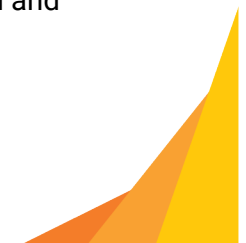
- ☐ **Attend the Eversource Walk Kick-Off Breakfast.** Join us on Tuesday, April 15, for a delicious breakfast at The Derryfield Restaurant in Manchester to hear from race participants, Easterseals NH and Eversource leadership, and the walk team.
- ☐ **Find Your "Why."** If you are seeking inspiration to discover passion and purpose as a Team Captain, let us introduce Zoey and Theo, a young brother and sister who have both made remarkable progress over the last year through integrated services at our Early Childhood Centers of Excellence (ECCE).

Zoey initially struggled with social interactions but has since thrived in our program, forming friendships with other children. Her brother, Theo, also benefits from our integrated services—he receives speech therapy and has made notable strides in his speech since beginning work with our teachers.



"Knowing that my children are cared for, loved, and safe is just what every parent wants," Zoey and Theo's mother, Kate, shared. "Without Easterseals NH, I don't think my family would be where we're at." **For more on Zoey and Theo's story, scan the QR code to the right!**

- ☐ **Review the materials you receive.** Feel free to call Easterseals NH at 603-621-3494 with questions or for tips on how to get started. We are also happy to have an Easterseals NH representative speak with your team.
- ☐ **Register and create your team webpage** at: runreg.com/eversource-walk-5k-run-for-easterseals0
 - We recommend using your company name, as it will be easier for others to find.
- ☐ **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.



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- ☐ **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.
- ☐ **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 5.** 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 5, 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-easterseals0. 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 5, 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 5**, 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 5. <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-easterseals0) and choose your category to participate in.



Scan the QR code to start.

Register

Online Registration Deadline: Wednesday, May 28, 2025 at 5:00 PM ET

— SELECT YOUR CATEGORY —

TEAM EVERSOURCE Registration			
CATEGORY	START TIME	DISTANCE	FEE
<input type="checkbox"/> Team EVERSOURCE Adult (18+) 5k	6:20 PM	5 km	\$25
<input type="checkbox"/> Team EVERSOURCE Youth (17 & Under) 5k	6:20 PM	5 km	\$15
<input type="checkbox"/> Team EVERSOURCE Kids Fun Run (8 & Under)	6:00 PM	50 meters	\$0

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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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Additional Resources

There are many reasons someone decides to be a Team Captain. Whether you're a longtime supporter of Easterseals NH or you are joining us for the first time this year, we encourage you to dig deep and acknowledge the driving force behind captaining your team. Your purpose and passion can be the glue that holds your team together as you get closer to that finish line.

At Easterseals NH, we don't have to look far to find inspiration. The faces and stories of our clients, staff, volunteers, and donors reflect the determination, pride, and passion that motivate us daily. If you need inspiration to help you find your "why," scan the codes below to access resources on our website.

Feel free to share the included program fact sheet with your teammates to help keep them inspired too!



Scan to view our digital 2024 Annual Report



Scan to learn about Zoey and Theo, students at our Early Childhood Centers of Excellence

