



SPINA BIFIDA ASSOCIATION OF IOWA

8525 Douglas Avenue Suite 39
Urbandale, IA 50322

(515) 278-7013
admin@sbaia.org
www.SBAIA.org

The Mission of the Spina Bifida Association of Iowa is to promote the prevention of spina bifida and to enhance the lives of all affected.

Welcome Friends!

I hope you are as excited about our third annual Walk N Roll for Spina Bifida® fundraiser as I am! The Walk-N-Roll for Spina Bifida is a family-friendly, walk event being held to raise awareness about Spina Bifida and celebrate the accomplishments of the over 166,000 Americans living with it . All proceeds are used for programs and services for people living with Spina Bifida.

The name "Walk-N-Roll" was selected because it embodies a sense of inclusiveness and invokes the sense of empowerment which the Spina Bifida Community embraces in all that it does. A belief in a better tomorrow is our vision and the steps taken in this walk represent steps on a path to realizing that dream.

The majority of our fundraising efforts will come from Friends & Family Teams. You can create a team in honor of a loved one who is affected by spina bifida. You can also create teams at work, church, school, anywhere! The more excitement you generate the more people will want to become involved! If your employer wishes to become involved through corporate sponsorship opportunities, please let me know as we have a special packet just for them!

You can begin forming your team by going to <http://www.sbia.kintera.org/walk-n-roll-2014>
Then spread the word by mouth, email, snail mail, and Facebook, and watch your team grow!

We are here to encourage and support you every step of the way. If you have any questions, feel free to contact me at sherri.tekippe@sbaia.org or Leslie Garman, Executive Director at leslie.garman@sbaia.org

Sincerely,

Sherri G. TeKippe
Event Chairperson, Walk-N-Roll and Board Chairperson, Spina Bifida (Iowa)
515-321-9589
sherri.tekippe@sbaia.org



SPINA BIFIDA ASSOCIATION OF IOWA

About the Spina Bifida Association of Iowa

The Spina Bifida Association of Iowa (SBAI) serves adults and children who live with the challenges of Spina Bifida. Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected. SBAI is a part of the national Spina Bifida Association, the only national voluntary health agency solely dedicated to enhancing the lives of those with Spina Bifida and those whose lives are touched by this challenging birth defect. Education, advocacy, research, and service are at the heart of SBAI's programs.

Lives are changed by the programs SBAI creates, the services the organization provides, and the accomplishments of its advocacy efforts. We assist families by offering educational and social opportunities such as Education Day, Bowling, Family Picnic and Walk-n-Roll for Spina Bifida®. Individuals with Spina Bifida and their families incur expenses related to immobility and incontinence. SBAI offers financial assistance for these expenses as well as campships and scholarships.

Over 166,000 Americans live with this birth defect. Through quality of life programs SBAI, and its dedicated group of professionals, families, and individuals with Spina Bifida work to provide resources, educate, network, advocate, and to bring about public awareness of Spina Bifida and the importance of folic acid.



Spina Bifida Association of Iowa
8525 Douglas Avenue Suite 39
Urbandale, IA 50322

About Spina Bifida

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely.

- More than an estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect.
- There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of 8 births are affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.
- The effects of Spina Bifida are different for every person. Up to 90 percent of children with the worst form of Spina Bifida have hydrocephalus (fluid on the brain) and must have surgery to insert a "shunt" that helps drain the fluid—the shunt stays in place for the lifetime of the person.
- Other conditions include full or partial paralysis, bladder and bowel control difficulties, learning disabilities, depression, latex allergy, and social and sexual issues.
- Because Spina Bifida manifests itself as a number of conditions, it is unlike any other disability. While some conditions are primarily associated with Spina Bifida, others are common to other kinds of disabilities.



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SATURDAY, OCTOBER 18, 2014

www.sbaia.kintera.org/walk-n-roll-2014

Presented by:

Spina Bifida Association of Iowa

What:

Walk-N-Roll for Spina Bifida® is a family friendly, non-competitive, one-mile walk and educational resource fair that raises awareness of Spina Bifida and celebrates the accomplishments of the over 166,000 American living with its challenges. Proceeds are used to support local community programs and services for all affected by Spina Bifida.

The name "Walk-N-Roll" was selected because it embodies a sense of inclusiveness and invokes the sense of empowerment which the Spina Bifida Community embraces in all that it does. A belief in a better tomorrow is our vision and the steps taken in this walk represent steps on a path to realizing that dream.

Anyone who donates \$100 or more will receive a commemorative Walk-N-Roll for Spina Bifida® t-shirt the day of the walk.

When: October 18, 2014

Where: Principal Park, One Line Drive, Des Moines, IA 50309

Schedule: 9 am Registration
10 am Remarks and 10:15 am Family Friendly Walk N Roll
9 – 11:30 Resource Fair *

* *Wheelchair basketball will be on site with Adaptive Sports Iowa*

Next Steps:

The first step to become involved with the Walk-N-Roll® for Spina Bifida is registering. You can register as an individual, a team or as a virtual walker. Registering is easy!

1. Visit <http://sbaia.kintera.org/walk-n-roll-2014>
2. Register online or download a registration brochure to mail.
3. Set your aggressive fundraising goal. Remember, each dollar you raise supports programs and services for people living with Spina Bifida.
4. Use SBA's easy-to-use fundraising tools to kick-start your path towards meeting your goal. Spread the word by mouth, email, snail mail, and Facebook, and watch your team grow! Join us at the Walk-N-Roll for Spina Bifida!
5. Have FUN!

We are here to support you every step of the way. If you have any questions, contact either one of us:

Leslie Garman, Executive Director at leslie.garman@sbaia.org or Sherri TeKippe, Event Chairperson at sherri.tekippe@sbaia.org



Team Captain Guide

Together Everyone Achieves More!

Teams are the heart of what makes the Walk-N-Roll for Spina Bifida® event so successful. Corporations, families, organizations, and school groups build teams to honor those who have been touched by Spina Bifida. Team members make a difference by asking their colleagues, friends, family, and acquaintances to sponsor them with a donation to the cause.

As a Team Captain, you've just taken the first step in making our common goals a reality. Thank you! We're so grateful to have your leadership as we begin the Walk-N-Roll for Spina Bifida® event. The funds you raise will go to support our mission efforts, including research, education, and advocacy. Long after your Walk-N-Roll event is over, we hope you will feel—and see—the results of your efforts in your own community.

The Walk-N-Roll for Spina Bifida® event is a one day walk dedicated to raising funds for programs and services to benefit those living with Spina Bifida. In communities across America, we're gathering to make a difference and to show our belief that a better tomorrow is within our reach. Teams share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Spina Bifida. As a Team Captain, you're a link to the more than 166,000 of Americans living with Spina Bifida. We need your help!

If you've never been a Team Captain before— or if this is something you do every year—this guide was made just for you. It has tips and information to help you form a Team, set (and reach!) fundraising goals, and have a meaningful Walk-N-Roll experience.

Team Captains are the volunteer leaders who help us be successful by organizing teams. The following pages will teach you everything you need to know to be a successful Team Captain.

Why Walk-N-Roll as a Team?

Ever heard the expression, "two heads are better than one"? The same is true for walking. You'll have more fun, and enjoy your Walk-N-Roll experience more, if you Roll as a Team!

In addition, you'll never find a better reason to walk than for the Spina Bifida Association and the fight for Spina Bifida. In 2009, the Centers for Disease Control (CDC) released a new estimate that there are over 166,000 Americans living with Spina Bifida – more than double the previous estimate. Today, we need your help more than ever!

What are the benefits of forming a Walk-N-Roll for Spina Bifida® team?

- Enhances employee morale and builds team spirit
- Provides an opportunity to benefit a cause with your friends, family, and co-workers
- Provides a wellness activity to employees; healthy employees are more effective employees
- Provides an opportunity to build relationships with customers
- Provides business-to-business marketing opportunities
- Enhances commitment to your local community

About the Spina Bifida Association

The Spina Bifida Association is the sole national voluntary health organization dedicated to Spina Bifida research, care, and support. Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected.



The Role of Team Captain

Team Captains help make a meaningful impact on the lives of those with Spina Bifida by helping to raise much needed funds.

The Spina Bifida Association is thrilled to welcome you as a Team Captain and is committed to helping you every step of the way.

Primary Responsibilities

- Recruit at least nine friends, family members, and business associates to participate as members of your Walk-N-Roll for Spina Bifida® team.
- Register online and take advantage of easy-to-use online fundraising tools. Go to www.SBAIA.org to locate information regarding the Walk-n-Roll event. From the registration site, you can create your own team Web site, send personal emails to fundraise online, and share your story. Ask each of your team members to join your team online.
- Encourage team members to set and surpass their fundraising goals. Every Walk-N-Roll for Spina Bifida® participant is asked to set a minimum \$200 goal. Each participant who raises \$100 gets a commemorative t-shirt.
- Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal. Walk- N-Roll for Spina Bifida not only provides every team with their own Web page, but also provides each participant with his or her own Walk-N-Roll for Spina Bifida® HQ, which includes a customizable personal Web page, sample emails and letters, as well as helpful fundraising tips.
- Share Walk-N-Roll for Spina Bifida® fundraising advice, team progress, and walk day information with your team members.
- Have fun and build team spirit. Create a team

t-shirt, banner or hat to help identify and encourage your team.

- Encourage team members to submit pledges collected offline to you for submission to the Spina Bifida Association. *Note: Offline pledges will not show in your online total until received and recorded by the Spina Bifida Association Chapter.*
- Ask for help! The Spina Bifida Association is here to help you through your journey as a Walk-N-Roll for Spina Bifida® Team Captain!

Help your team members raise \$200

Walk-N-Roll for Spina Bifida® is a fun and inspiring event that helps the Spina Bifida Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Spina Bifida. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Spina Bifida alone.

Team Captains encourage team members to each raise \$200 or more. In the time leading up to the event, the Spina Bifida Association will provide Team Captains with fund raising tips to share with team members.

It's easy to raise \$200

Here are a few ideas:

- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to the Walk-N-Roll for Spina Bifida® event.
- Host a fundraising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot join you on walk day to help you collect donations.
- Ask your company and other companies to conduct a Dress Down Day for their employees and ask for donations to participate.
- Hold a garage sale and ask your team members to donate items to be sold.
- Take your fundraising letter and Walk-N-Roll for Spina Bifida® information everywhere you go.
- Ask one person a day to sponsor you in Walk-N-Roll for Spina Bifida®.
- Ask your friends to contribute to Walk-N-Roll for

Spina Bifida® instead of purchasing a gift for your birthday, anniversary or any occasion.

- Promote yourselves – call your local newspaper and let them know what your team is doing. Offer to send a photo. Publicity generates donations.
- Ask five to ten people to save their change for you for a month. Give them decorated buckets to keep the change in. Hold a “counting party” at the end of the month.

Who to ask?

This is the time to ask everyone you have supported to now support you. Here is a list of ideas for asking others to support you.

- Send an email or a letter to everyone in your address book
 - Friends
 - Family
 - Co-workers
 - Favorite local restaurant owner
 - Any favorite local shop that you frequent often
 - Your doctor, dentist or lawyer
 - Your teammates or gym buddies
 - Your hairdresser or barber
 - People at your place of worship

Continue to ask your team members to invite their friends, family members, neighbors, and business associates to walk with you until you reach your recruitment goal.

Using your social media networks to make the ask

Are you on Facebook, LinkedIn or some other type of social media network? These can be valuable tools for recruiting team members and raising funds! Download the Walk-N-Roll logo from the Web site and post it to your social media page. Update your status frequently with information about how to join your team, how to make donations, and updates on how your recruiting and fundraising efforts are going. Be sure to send out the link to your personalized fundraising page!

Register your team

Team registration is available online or via mail.

Online

Visit www.SBAIA.org to register your team online for the Walk-N-Roll for Spina Bifida® in your area and take advantage of easy-to-use online fundraising tools. As a team leader you can create your own team Web page and send personalized emails to recruit and motivate team members.

Once the team captain has created the team Web page. Team members can register to join the team, create their own personal Web page and send out emails to invite friends, family members and business associates to sign up or donate on their behalf.

Mail

Team members can also register for the Walk-N-Roll for Spina Bifida® by completing and mailing a registration form. Contact the Spina Bifida Association of Iowa for registration forms.

Build your team

Once registered, get the word out and build your team. Invite a company executive or department head to send an email encouraging employee participation in Walk-N-Roll for Spina Bifida® and listing the Team Co-Captains to contact for more information. Invite friends, family members, neighbors, and business associates to walk with you.

Talk about the event and your team with everyone you meet. Use the email and letter templates, or place an ad in local newspapers or newsletters to recruit community members. Be sure to include contact information and www.SBAIA.org.

By creating a little friendly rivalry or offering incentives, Team Captains can really build team momentum. Incentive ideas include: a day off from work, skipping chores for a week, raffles, casual day at work, and a month-long reserved parking space. Incentives don't have to be expensive to work!

Conduct a team kickoff...it would be a lot of fun!

Walk-N-Roll for Spina Bifida® Timeline

8-weeks—August 26, 2014

- Register team online or submit forms.
- Build a team and personal web page at www.SBAIA.org.
- Set your team goals.
- Begin recruiting team members via email, phone calls and letters.
- Find your company's matching gift policy.
- Begin collecting donations – it's never too early.

4 weeks—September 18, 2014

- Hold a team kickoff party.
- Continue recruiting team members.
- Email your team with important Walk-N-Roll for Spina Bifida® updates and information.
- Continue collecting donations.

2 weeks—October 4, 2014

- Host a team fundraiser – cook-off, garage sale, etc.
- Email your team with weekly incentives and updates.
- Be sure your team members are registered.

1 week—October 11, 2014

- Be sure you have all of the walk details from the Spina Bifida Association.
- Let your team know what time and where to meet at the walk.
- Collect team pledges and turn them in to the Spina Bifida Association.

Walk Day—October 5, 2014

- Meet your team at the assigned location.
- Turn in additional pledges.
- Take a team picture.
- Enjoy the day and celebrate the difference you are making with your team.

After the Walk

- Collect and turn in additional pledges.
- Congratulate and thank team members for their hard work.
- Host a thank you wrap-up party and recognize top team members.
- Start planning for next year!

Walk- N-Roll for Spina Bifida®

Saturday, October 18, 2014

9 am Registration

10 am One Mile Walk/Roll

9 to 11:30 am Resource Fair

Principal Park

One Line Drive

Des Moines, IA 50309

SAMPLE

Team Member Recruitment Email/Letter

Dear <insert name>:

I will be walking in this year's Walk-N-Roll for Spina Bifida® on Saturday, October 18, 2014 at Principal Park in Des Moines, IA. I am creating a team and hope that you will be a part of it!

<Insert a paragraph explaining why the Walk-N-Roll for Spina Bifida is important to you; your connection to Spina Bifida.>

Spina Bifida is a neural tube defect that happens in the first month of pregnancy when the spinal column doesn't close completely. An estimated 166,000 people in the United States are currently living with Spina Bifida, the most common permanently disabling birth defect. There are 65 million women at risk of having a baby born with Spina Bifida. Every day, an average of eight births is affected by Spina Bifida or a similar birth defect of the brain and spine. Each year, about 3,000 pregnancies are affected by these birth defects.

The Spina Bifida Association is the nation's leading voluntary health organization that provides direct services to people living with Spina Bifida; education to the public, to patients, and to healthcare providers; advocates on behalf of people with Spina Bifida; and funds research into the causes of Spina Bifida.

I do hope you'll join me and help me to reach my fundraising goal! By clicking on the link below, you will be taken to my web page where you can click on "join my team" and register online! www.SpinaBifidaIA.com

Thanks so much for your support!

Sincerely,

YOUR NAME



SATURDAY, OCTOBER 18, 2014
www.sbaia.kintera.org/walk-n-roll-2014

DONATION/COMPANY MATCHING FORM

(Donations may be submitted with this form or made securely at www.sbaia.kintera.org/walk-n-roll-2014)

Name	
Company Name	
Address	
City, State, Zip	
Telephone (home)	
Telephone (business)	
Cell Number	
Fax	
Email	
Notes	

I (we) wish to donate \$ _____ in the form of: ___ cash ___ check ___ credit card ___ other. Credit card type

Credit Card Type	
Credit Card Number	
Expiration Date and Code	
Authorized Signature	

Gift will be matched by _____ (company/family/foundation).
 ___ form enclosed ___ form will be forwarded

This donation is to support the Walk-N-Roll for Spina Bifida. I wish this donation to be recognized as:
 ___ General Donation or ___ In support of _____ Team/Individual

Please use the following name (s) in all acknowledgements: _____

___ I (we) wish to have our gift remain anonymous.

Please make checks, corporate matches, or other gifts payable to:
Spina Bifida Association of Iowa
 8525 Douglas Avenue, Ste. 39
 Urbandale, IA 50322

Questions? Contact Leslie Garman, Executive Director at 515 278-7013 or leslie.garman@sbaia.org

Thank you! Our mission is to promote the prevention of Spina Bifida and enhance the lives of all affected.