

NEW JERSEY



WALKS FOR TS

TEAM CAPTAIN HANDBOOK



2024 NJ Walks for TS



Dear Team Captain:

Thank you and welcome to the 2024 NJ Walks for TS!! You and your team will help us continue our mission of educating the public, medical professionals and educators to ensure individuals with Tourette Syndrome and associated disorders are accepted, contributing members of their communities. You will also be supporting innovative research to develop diagnostic and treatment therapies and, ultimately, a cure.

In this handbook, you will find:

- Information about the event
- How to set up your personal, online fundraising page
- Event ideas
- Fundraising ideas
- A t-shirt order form
- A sponsorship form (2 pages)
- Donation Record
- Event flyer

Feel free to copy any forms you need

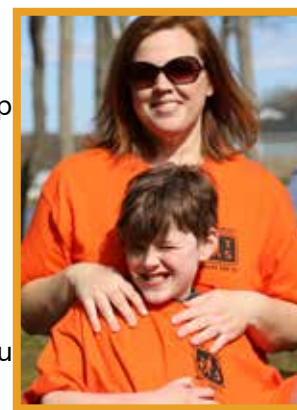
If you have any questions, please contact our office at 908.575.7350 or info@njcts.org.

Thank you!

About NJ Walks for TS

NJ Walks for TS promotes awareness, acceptance, action, and advocacy of Tourette Syndrome and its associated disorders. This event is about fun and empowerment for kids, by kids, and about kids. It is a chance to stand up and step out to break the stigma attached to TS and show your support for our friends, family, and neighbors living with this misunderstood neurological disorder.

To meet the needs of our on-the-go families and to ensure the greatest impact, NJCTS expanded NJ Walks for TS to encompass the entire state throughout the spring. It is NOT a single event on one day. The NJ Walks for TS **Virtual Walk** will allow your family and friends to show support wherever you choose, however you choose, anytime throughout March, April or May.



When you register as a Team Captain for NJ Walks for TS you receive a personal fundraising webpage. This serves as a helpful tool for your fundraising efforts, and you can personalize the page to make it your own. As a Team Captain, it's your responsibility to encourage others to participate - either in your event (more on that later) or as a donor.

All funds raised support various NJCTS programs including education outreach, scholarships and awareness.

Registration

If you haven't already, get started at www.njcts.org/walk. Click on "Register as a Team Captain." When you reach the registration page, click on the button that says "Create my own fundraising page." (It's under the scroll).

Personalize your webpage

Use your personal fundraising page to tell your NJCTS story. Share the unique and personal ways in which NJCTS has impacted your life. Include a story and photograph. Remember when people know why you are fundraising, they are much more likely to support you!

Why is NJCTS important to you? What is your NJCTS story? Are you a youth advocate? Did you attend the family retreat? How did they impact you? Do you want to make sure these programs are available to other kids or parents like you? What important life skills did you or a family member learn? Have you been involved with NJCTS for a while? **You can also think of a fun and memorable name for your team.** If you have any issues or questions, please call Hilary Kruchowy, Director of Development at (908) 575-7350.

Set a target

Aim high with your personal target – it can motivate you and your donors. Our highest fundraisers will be invited to a special TS Awareness Day event.

Donate to yourself

Set the standard and make a benchmark donation yourself. This will show your dedication to the cause and can set the average amount others will give. The number one reason why people give is because they are asked!

Spread the word

Email your page link to everyone you know, including friends, family, colleagues, and more. Post your story and personal link on social media. Most people want to help, especially if you explain your connection to TS and/or NJCTS. If you're organizing a local walk, running a 5K, or doing another event, be sure to invite them to join you!

Frequently Asked Questions

Do I need to do a walk? Do you need to attend the May 11th event?

No. But you can if you would like to. We have had teams in the past invite family and friends to join them at the local park for a few laps. **NEW THIS YEAR.** We are having a family fun day to kick off TS Awareness Month at Duke Island Park. We will be completing a 5K walk and you and your supporters are invited to join us!!

Other types of group events:

- Sign up for a local 5K or other run
- Do laps in an indoor pool at the gym
- Organize a bike ride around the neighborhood
- Neighborhood game night
- Bowling - ask management for a discount or donation
- Organize a park or beach clean-up
- Family fun day or picnic
- Netflix marathon at your house!

Just be sure to let everyone know why they're there!

How do I get a NJ Walks for TS t-shirt?

As a team captain you will receive a 2024 Walk shirt when you raise your first \$25. (This could be a self-donation). If you sign up by March 15, we will even put your team name on the back of the shirt! If any of your team members, or supporters, would like a shirt, they can purchase one and the cost of the shirt will be included in your donation total. There is an order form included in this handbook or you can order online. **Make sure you wear your shirt during your event!** Take photos and send them to us so we can share on our social media.

When do I need to complete my walk or other event?

Any time! That's the beauty of a virtual event. NJCTS will be running the walk promotion from March through May. You can fundraise before or after that time, but only money raised by June 1 will be counted towards incentives.

Can I meet other team captains?

YES! We hope all of our captains can make the May 11th event.

Does NJCTS thank donors to my walk?

Yes, we will send a thank you letter to all donors acknowledging their contribution and informing them of their impact.

What should I do after NJ Walks for TS?

We recommend that when your campaign ends you should circle back to your donors and let them know how much you raised and thank them again. This will help us to develop long-term relationships that will encourage them to donate again and maybe increase their giving.

Is there a TS Awareness Day event?

Each year NJCTS celebrates TS Awareness Day with a special event. This year there will be a luncheon on Friday, June 7. Our **top** fundraising captains will be invited. In addition, National TS Awareness Month is May 15 to June 15.

Any other questions? Email us at info@njcts.org.

Fundraising Ideas

To get everyone excited about your team, there are many ways to keep it fun and exciting! Consider doing some of the following to raise money and awareness. Everyone loves to get involved in something so try one of these to help you reach your goal!

- Bake Sale
- Bowl-A-Thon
- Car Wash
- Dance-A-Thon
- Dress Down Day at Office or School
- Restaurant Dine and Donate Night
- Pancake Breakfast
- Spaghetti Dinner
- Wine Tastings (for our over 21 crowd)
- Paint and Sip
- Karaoke



Other sources:

- Corporate matching gifts from your company
- Set up a fundraiser on Facebook. You can do this directly from the NJCTS Facebook page.
- Ask your gym to conduct a benefit class
- Don't forget to ask for donations! Your dentist, hair stylist, neighbor, etc.

Sponsorship

Included in this handbook is a sponsorship information sheet and form. If you wish to solicit a business for a donation, you can provide them with this information. If you have a confirmed sponsor, please let us know so we can provide them with their benefits like putting their logo on our website. If they have any questions, they can reach out to us directly.

Please make sure all checks are made out to NJ Center for Tourette Syndrome.

Please note: Please let us know of any funds raised offline, so they can be added to your online fundraising total. All funds count towards your bottom line and any incentives earned.

Incentives Levels

\$25	2024 Walk t-shirt (sent after registration)
\$250	NJCTS Travel tumbler + Walk tshirt
\$500	NJCTS cooler + travel tumbler + walk shirt
\$1,000+	NJCTS 1/4 zip sweatshirt + cooler + travel tumbler + walk tshirt
Top Fundraiser Award: Two tickets to our 20th Anniversary Gala (value: \$400)	

Facts/Talking Points/Samples

Our mission:

The mission of NJCTS is to ensure children and adults with Tourette Syndrome and associated disorders are empowered and accepted through education, advocacy and research.

Here are some suggested giving levels to help donors understand how we will use their contribution.

- A donation of \$100 will help fund training for one child interested in becoming an advocate for themselves and others with TS.
- A donation of \$150 will help fund the creation of a new webinar for parents, educators or health professionals.
- A donation of \$250 will help fund one family's participation in our Family Retreat Weekend.
- A donation of \$400 will help fund the printing of anti-bullying and TS awareness materials for elementary and middle schools.
- A donation of \$500 will help fund one teen's participation at the NJCTS Tim Howard Leadership Academy.
- A donation of \$1000 will help fund training for medical and mental health students with the goal of creating a new generation of professionals with expertise in TS.

Sample Letter or Email

Dear [Name],

I am thrilled to share that I am participating in this year's NJ Walks for TS to ensure children and adults with Tourette Syndrome and associated disorders are empowered and accepted through education, advocacy and research. I became involved with NJCTS (insert your personal connection, or why you personally support the NJCTS)].

NJCTS's mission is important to me because I care about creating a community that supports individuals with TS. NJCTS makes that possible. NJCTS's outreach in NJ is expansive and your support will help ensure that they can train youth advocates to educate and advocate. It will help them to host their annual family retreat weekend in June and the Tim Howard Leadership Academy for teens in August. NJCTS staff assist parents in accessing the resources they need to help their children. They offer webinars, discussions, and support groups. They fund researchers at Rutgers University who are trying to find a cause and treatment for TS and graduate students who are being trained to diagnosis and treat children with TS. My personal goal is to raise \$[insert goal] by May 31st. Every donation makes a difference - no matter the amount. All donations go towards NJCTS and help them to serve the TS community.

To make a contribution, please visit my personal fundraising page: [insert direct URL].

Sincerely

Follow-up Email

Subject: [X] more weeks to reach my goal

Dear Friend, As you may know, in [insert countdown, i.e. 14 days] days NJ Walks for TS will reach its last day of the official campaign! While you can still give year-round, giving by May 31st is especially important to help us reach our goal by our awareness luncheon on June 7. Our donations are helping to make sure that they are able to offer the Family Retreat Weekend and Tim Howard Leadership Academy.

NJCTS has been an important part of my life and I hope you will support their efforts to help families like mine. Please consider making a contribution to my campaign, which you can find via this link: [insert URL]. An incredible 100% of your contribution will be used towards their programs. And, no donation is too small – every dollar truly makes a difference.

Thank you in advance.

VIRTUAL NJ Walks for TS

T-Shirt Order Form

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WALKS FOR TS

*T-shirt orders are collected separately from online donations.
Total team t-shirt sales will be credited to team captain's fundraising total.*

Name: _____

Team Name: _____

Shipping Address: _____

Phone: _____ E-mail: _____

T-Shirt Size and Amount: Small () Medium () Large () X-Large ()

Total Number of Shirts _____ X \$25 = _____

Payment: Credit () Fill out form below or Check () Make payable to NJ Center for Tourette Syndrome

Cardholder Name:

Billing Address:

Phone: _____

Card #: _____

Security Code: _____

Expiration: _____

Amount: \$ _____

Signature: _____



Online ordering is available at njcts.org/walk

NJ Walks for TS

SPONSORSHIP / DONATION

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WALKS FOR TS

The NJ Center for Tourette Syndrome and Associated Disorders (NJCTS) is proud to announce our **VIRTUAL NJ Walks for TS** which will take place throughout the months of **March, April & May of 2024**. Our families may choose when and where they would like to complete their walk. The focus of this family fun event is to promote awareness, acceptance, action, and advocacy of TS, which affects an estimated 1 in every 50 individuals.

The NJ Walks for TS supports various NJCTS programs including education outreach, professional trainings to educators and healthcare providers, anti-bullying and youth leadership workshops as well as college scholarships for high school students diagnosed with TS. To help make this event a complete success, we are asking local businesses, corporations, organizations, and individuals to participate in one of the following levels of sponsorship.

Sponsor Benefits	\$2,500 Gold	\$1,500 Silver	\$1,000 Bronze	\$500 Supporter	\$250 Friend	Other Donation Honorable Mention
# of event tshirts	10	8	6	4	2	
Company name and logo on event website	●	●	●	●	●	
Company name and logo on t-shirt	●	●	●	●		
Press release announcing partnership	●	●	●			
Company name and logo featured on all promotional material	●	●				
Company name and logo featured on NJCTS.org homepage	●					



Sponsorship form available online or fill out attached form and return.

NJCTS.org/walk

NJ Walks for TS

Spring 2024

NEW JERSEY



WALKS FOR TS

Sponsorship/Donation Confirmation Form

Yes! We will support NJ Walks for TS by selecting the sponsorship opportunity below:

☐ Gold \$2,500
☐ Bronze \$1,000
☐ Friend \$250

☐ Silver \$1,500
☐ Supporter \$500
☐ Donor \$_____

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Website: _____

Email Address*: _____

**A confirmation will be emailed to you asking for t-shirt sizes and logos.*

For guaranteed inclusion of company name and logo on printed materials, and walker t-shirts, please return form by March 15, 2024

☐ Check enclosed (please make payable to NJCTS)

☐ Please charge my ☐ Discover ☐ Visa ☐ MasterCard

Account Number: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Cardholder's Signature: _____

Mail or fax your completed form to:

NJ Center for Tourette Syndrome
& Associated Disorders, Inc.
50 Division Street, Suite 205, Somerville, NJ 08876
Phone: 908-575-7350 Fax: 908-575-8699

*NJ Center for Tourette Syndrome and Associated Disorders, Inc.
is a 501(c)(3) organization. Consult with your tax advisor as
contributions and sponsorships may be tax deductible.

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WALKS FOR TS

RECORD OF FUNDS RAISED

Virtual Walker Name _____

Encourage your supporters to make their donations online, but if you receive cash or checks, you can keep track of them here. All funds collected can be mailed to the NJCTS Office. 50 Division St., Suite 205, Somerville, NJ 08876. Please do not send cash.

MAKE CHECKS OR MONEY ORDERS PAYABLE TO: NJ CENTER FOR TOURETTE SYNDROME

Donor/Sponsor Name	Cash/Check	Amount
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
Total Collected: <i>Please add more sheets if necessary.</i>		

If you know a company that is interested in becoming a sponsor, please fill out the sponsor form. They can make their payment online, or in the form of a check.

NJ Walks for TS

to Benefit NJ Center for Tourette Syndrome and Associated Disorders

Spring 2024

The virtual walk is a great way to stand up and create awareness on behalf of those with Tourette Syndrome right in your own community.

Create your own event (real or virtual) and invite your family and friends to participate and support you. Walk in the park, ride through town, run an organized 5K, host a family event, the possibilities are endless.



The Walk runs through March, April and May!

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WALKS FOR TS

REGISTER TODAY
NJCTS.org/walk

**Check the website for great NJCTS incentives,
including a 2024 NJ Walks for TS t-shirt for
the first \$25 raised!**

If you have questions, or need help setting up your walk page, call us at 908.575.7350.