



# WHITE CANE WALK

**Navigating the Visual World**

## **Team Captain Toolkit**

Resources to help you fundraise and recruit for your White Cane Walk team.



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## Introduction

We're so excited you are supporting White Cane Walk as a team captain this year! Thank you for your dedication to CSC's mission. This document is your toolkit for inviting your network to join or donate to your team. Included are samples of messages you can use via emails, texts, phone calls or social media posts.

We encourage you to use these templates to spread the word about White Cane Walk and ask for the support of your family and friends.

## What is a team captain?

A White Cane Walk team captain is the head of their own fundraising team for the event. As team captain, you guide your team to reach your fundraising goal by recruiting teammates and asking for donations in support of your team. Team captains play a critical role in the success of White Cane Walk and help us reach our overall \$150,000 fundraising goal.

## Deadlines

- **Monday, April 28:** deadline for fundraising team perks
  - raise \$500 by this date to get your team name on the White Cane Walk t-shirt
  - **\*\*NEW THIS YEAR:** raise \$1,000 by this date to get a personalized "Go Team" sign placed along the walk route
- **Saturday, May 24:** White Cane Walk registration closes
  - **Please tell your friends/family to register early as space is limited and event registration may close earlier if we reach capacity.**

## Awards

**\*\*NEW THIS YEAR:** fundraising team captains will win awards (presented at White Cane Walk) based on the following:

- **Most team spirit:** showing the most team spirit through decorations, signs, cheers, etc.
- **Top Fundraiser:** raising the most money
- **Best Dressed:** the most creative team outfits
- **Most Donors:** having the most donors support your team



## Sample Email

Hello,

I'm excited to share information with you about an upcoming fundraiser I am involved with – White Cane Walk. White Cane Walk is on Saturday, May 31 this year, and is the annual fundraising event for Cleveland Sight Center (CSC). This cause matters a lot to me because **INSERT WHY CAUSE MATTERS TO YOU**.

White Cane Walk is a celebration of the many ways individuals navigate the visual world. The event features a one-mile walk around Wade Lagoon in University Circle and a celebration to follow with family-friendly fun, music, food and games!

My fundraising team, **INSERT TEAM NAME HERE**, is supporting White Cane Walk by raising funds and asking others to attend the event. **Would you be willing to support me?**

You can do so by:

- Joining my team, **INSERT TEAM NAME HERE** and coming to the event. The cost is a suggested \$25 donation/person.
- Donating to my team, **INSERT TEAM NAME HERE**.

By supporting White Cane Walk, you showcase your investment in a world where the quality of one's sight does not determine the quality of one's life. The funds we raise will support the blind and visually impaired community by ensuring they have the tools and training to navigate the visual world.

Thank you for your consideration. If you have any questions, please let me know. You can donate to my team and/or register to attend by visiting **INSERT TEAM LINK**.

## Sample Text Message

Hey! Have I told you about White Cane Walk before? It is Cleveland Sight Center's annual fundraiser, and it's on May 31 this year. I have a fundraising team for the event called **INSERT TEAM NAME HERE** – would you support me by attending the event or donating to my team? I'd love to have your support! The cause means a lot to me because **INSERT WHY CAUSE MATTERS TO YOU**. You can learn more here: **INSERT TEAM LINK**.



## Sample Phone Call Script

\*Caller starts conversation via phone with normal conversation, this script starts after introductions and formalities are exchanged.

Well, while we are on the phone, I wanted to tell you about an exciting fundraiser I'm involved with – White Cane Walk. It's the annual fundraising event for Cleveland Sight Center (CSC) and on Saturday, May 31 this year. This cause matters a lot to me because **[INSERT WHY CAUSE MATTERS TO YOU].**

White Cane Walk is a celebration of the many ways individuals navigate the visual world. The event features a one-mile walk around Wade Lagoon in University Circle and a celebration to follow with family-friendly fun, music, food and games!

My fundraising team, **[INSERT TEAM NAME HERE]**, is supporting White Cane Walk by raising funds and asking others to attend the event. There are a few different ways to get involved.

You can do so by:

- Joining my team, **[INSERT TEAM NAME HERE]** and coming to the event. The cost is a suggested \$25 donation/person.
- Donating to my team, **[INSERT TEAM NAME HERE].**
- And spreading the word about my team and White Cane Walk

By supporting White Cane Walk, you showcase your investment in a world where the quality of one's sight does not determine the quality of one's life. Funds raised will support the blind and visually impaired community by ensuring they have the tools and training to navigate the visual world.

**I'd love for you to be involved! Would you be willing to support me?**

## Sample Social Media Post



This post can be used on any platform, including Facebook, Instagram and LinkedIn.

White Cane Walk is almost here! Cleveland Sight Center's annual fundraiser is on Saturday, May 31 this year. Supporting the blind and visually impaired community matters a lot to me because **XXX**.

White Cane Walk is a celebration of the many ways individuals navigate the visual world. The event features a one-mile walk around Wade Lagoon in University Circle and a celebration to follow with family-friendly fun, music, food and games!

My fundraising team, **INSERT TEAM NAME HERE**, is hoping to raise **[fundraising goal]**. **Will you help me reach my goal?**

You can do so by:

- Joining my team, **INSERT NAME HERE** and coming to the event. It's a ton of fun! The cost is a suggested \$25 donation/person.
- Donating to my team, **INSERT NAME HERE**.

Learn more and donate/register here: **INSERT TEAM LINK**.

# Thank you!

We are so grateful for your commitment to White Cane Walk and CSC's mission. You play a huge role in making this year's White Cane Walk a success. We can't wait to see how you'll use these resources to promote your team and raise funds. If you or your teammates have any questions about the event, please feel free to contact Haley Marblestone at [hmarblestone@clevelandsightcenter.org](mailto:hmarblestone@clevelandsightcenter.org) or 216-658-4565. We're rooting for you and we'll see you on May 31!