

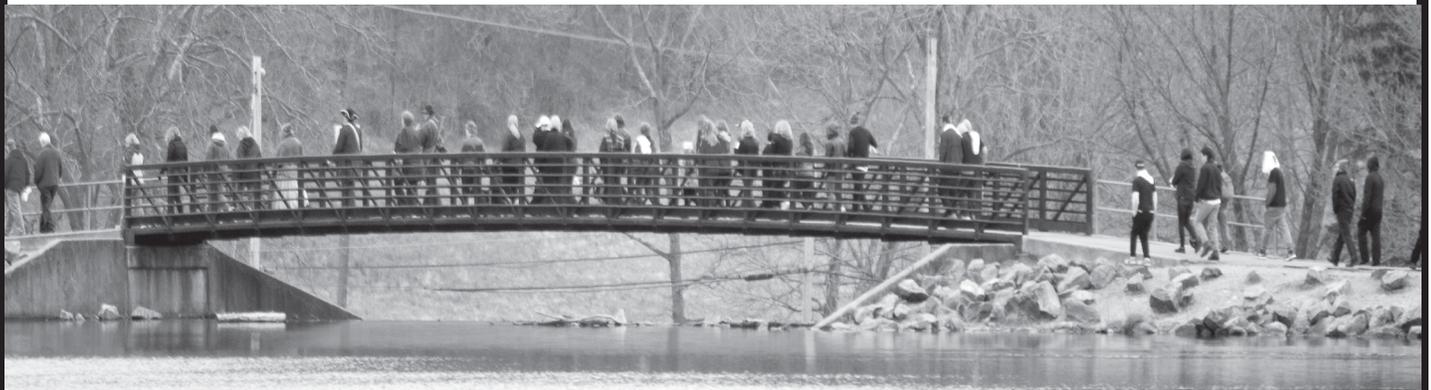
# 2017 March for Parks Team Captain's Handbook



**Saturday, March 25, 2017**

*Twin Lakes Park  
Cedar Creek Park  
Murrysville SportZone*

**Check-In Begins at 8:30 a.m.  
March Starts at 10:30 a.m.**



For More Information & to Register:

**[www.co.westmoreland.pa.us/parks](http://www.co.westmoreland.pa.us/parks)**

# What is the March For Parks?



The March For Parks is a great chance for teams and individuals to participate in a fun-filled event while helping to keep Westmoreland County green! The event will be held at 3 locations on the same day: Twin Lakes Park, Cedar Creek Park, and the Murrysville SportZone.

Marchers can walk, jog or run any distance they wish. Marchers collect contributions prior to the event and bring them to the park on the day of the March. Some marchers collect \$25, some collect \$500 or more! Collect \$25 and you will win a March For Parks T-Shirt or doggie bandana and lunch card. Collect \$150 or more and you will win a gift card to a local business. The top 10 fundraising teams will receive a plaque engraved with their team name. All contributions collected will benefit the projects of the Westmoreland County Parks and Recreation Citizens Advisory Board.

# Where Does the Money Go?

Recent and current projects for which March for Parks funds have been designated:

- Cedar Creek Park Master Planning and Dog Park
- Acquisition and engineering of the Turtle Creek Extension of the Westmoreland Heritage Trail
- Deck Hockey Rink, Amphitheater, Dog Park, Winter Sorts Area, Accessible Playground, Peach Plaza Skate and Action Park and other facilities at the Twin Lakes Park Expansion.
- Little Crabtree Creek, Westmoreland Heritage, and Coal & Coke Trails

This year you will have the opportunity to designate the funds you raise to go to various Parks and Trails. **Choices include:**

- Cedar Creek Park Projects, including an off-leash dog park and R/C airfield improvements
- Construction of the Turtle Creek Extension of the Westmoreland Heritage Trail from Murrysville to Export
- Mammoth Park projects, such as upgrades to the Giant Slide and Disc Golf Course
- Wherever most needed



## Register Today:

***Please be sure to have all of your team members register individually for the March.*** Registering online is the quickest way to sign up. Just visit our website at **[www.co.westmoreland.pa.us/parks](http://www.co.westmoreland.pa.us/parks)**. Then click the "Register Now" image and you are on your way!

You can also complete and mail or fax the registration form on the brochure. If you need additional forms please call (724) 830-3962. Once your team members register we will send them a contribution form and information to help get them started.



## Register Online:

**[www.co.westmoreland.pa.us/parks](http://www.co.westmoreland.pa.us/parks)**

*Or call (724) 830-3950 to receive a brochure and register by mail*

## Sponsorship Opportunities:

In addition to organizing a team, we encourage you to learn more about how corporate sponsorship can give your company or organization positive exposure in the community. Call us at (724) 830-3962 to discuss the many sponsorship opportunities.

## Volunteers Needed:

You don't have to walk to be a part of the March for Parks. Co-workers, friends and family can support your team by volunteering. For information about volunteer opportunities, contact us at (724) 830-3962.

## For More Information:

Contact the Westmoreland County Bureau of Parks and Recreation at (724) 830-3950 or visit our website at **[www.co.westmoreland.pa.us/parks](http://www.co.westmoreland.pa.us/parks)**.

**Although you've just taken on a very important job, your responsibilities as a team captain can be as easy as 1-2-3 by following these simple steps.**

### ***Step 1 – Recruit, recruit, recruit!***

- Set a goal. Teams must be comprised of three or more people. Set a recruitment goal and go for it!
- Make a list of possible team members.
- Secure support from top executives. Recruit department supervisors to create friendly challenges and competition.
- Use company newsletters, e-mail, bulletin boards, paycheck stuffers, etc. to advertise your recruitment efforts.
- Be sure each team member registers individually and includes your team name and the name of your team captain on all registration forms so that our records will accurately reflect participation by all members of your team.
- Watch for regular team roster e-mail updates to track your recruitment efforts. Notify our office about any discrepancies.



## **Step 2 – Raising Money**

- Set a team fund-raising goal that translates into individual goals. For instance, ten team members receiving average pledges of \$150 each equals a team goal of \$1,500.
- Be sure each team member collects individual contributions. Recommend to your teammates that contributions be collected up front to save time and effort.
- Remind team members that they are eligible for individual awards as well as team awards.
- Ask your human resource manager if your company has a matching gifts program. Many companies match their employee's donations dollar for dollar.

## **Step 3 – Communication and Goal Setting**

- If possible, set recruitment and fundraising goals together. Share information with your team members on a regular basis, including updates on registered team members and fund-raising efforts. How close are you to your goal?

## **Step 4 – Make it Fun!**

- Don't forget to make the experience fun for everyone involved – participants and volunteers alike.
- Organize a contest to design the best team T-shirt (or jersey). Be sure to prominently display your company logo for maximum exposure on event day!
- What else can you do to make it fun and draw attention to your team? Items like special hats, costumes, balloons and banners are encouraged and welcome provided they don't affect the safety of participants, volunteers or spectators.

### **TEAM T-SHIRTS!**

Show your team spirit with custom matching t-shirts from *Fancy Fox Custom Design* in Murrysville! March for Parks teams can design their own unique shirts for only **\$3.25 each** (any 1 color shirt, 1 color ink, full front image OR chest image + full back). Come up with a catchy name or a cool theme; use your own design or they will design a shirt for you!

**Email Eric at [Eric@gofancy.com](mailto:Eric@gofancy.com) or call (724) 327-3339.**

Kid & adult sizes Small—X Large (2X, 3X, 4X, & 5X are an additional charge). All teams from all three locations can take advantage of this offer!

# Team Captain's Roster



## Steps to a Successful Team

1. Have each team member register individually for the March for Parks. Make sure that every team member includes team name and captain's name on the registration form.
2. Keep this roster updated with the names of your team members.
3. Use this form to check accuracy of team updates provided by the parks staff.

Team Name/Co. Name \_\_\_\_\_

Captain's Name: \_\_\_\_\_

Phone: (H) \_\_\_\_\_ (W) \_\_\_\_\_ (E-mail) \_\_\_\_\_

	<u>Name</u>	<u>E-Mail</u>	<u>Phone</u>	<u>Registered?</u>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____
7.	_____	_____	_____	_____
8.	_____	_____	_____	_____
9.	_____	_____	_____	_____
10.	_____	_____	_____	_____
11.	_____	_____	_____	_____
12.	_____	_____	_____	_____
13.	_____	_____	_____	_____
14.	_____	_____	_____	_____
15.	_____	_____	_____	_____



### SAMPLE "GOAL" MEMO

Send out this memo once a week in the month preceding your event as a way to encourage fundraising and recruitment efforts.

**Date:**  
**To:** (Team member)  
**From:** (Team captain)  
**Re:** (Team name) fund-raising and recruitment goals

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Thank you for joining the \_\_\_\_\_ Team in support of The March for Parks.

This year our team has accepted the challenge to recruit \_\_\_\_\_ members. If each team member raises an average of \$\_\_\_\_\_, we will be able to reach or exceed our fund-raising goal of \$\_\_\_\_\_.

With your help, we will meet this important challenge and make a significant contribution to keeping Westmoreland County green. Ask your coworkers, friends, and family members to join our team. If they can't walk, ask them to sponsor you.

As a member of \_\_\_\_\_ Team, you are playing a vital role in helping to acquire lands for parks and trails throughout Westmoreland County. I promise you will have a great time supporting a great cause!

Check out our recruitment progress chart posted in \_\_\_\_\_. To date, we have recruited \_\_\_\_\_ members for our team. Remember, the more, the merrier!

Thanks again and if you have any questions or need extra brochures and registration forms to pass along to friends, please let me know. You may reach me at extension \_\_\_\_\_ or by e-mail at \_\_\_\_\_.

### Here are some proven methods to increase your fund raising total:

- Ask if your company has a matching gifts program.
- Ask your corporation to make a donation.
- Put out a giant bottle in your company lunchroom to collect change. It can add up fast.
- Have a team T-shirt (jersey) design contest open to all employees. Post the entries in a public place and let everyone vote on the winner.
- Promote your team at paydays by stuffing a flyer into each paycheck envelope.
- Consider challenging another team to see who can raise the most money.



If you need any additional information or assistance please call (724) 830-3962. Thank you for your participation as a March For Parks team captain!

## 2016 Winning Teams *(Most Donations Collected)*

# MARCH FOR PARKS

The team competition is a lot of fun! We will be honoring the Top 10 teams from all three events. The keys to success are simple: get as many people to register on your team as possible, and set a fundraising goal for each team member.

### Top Ten March for Parks Teams from three locations (Twin Lakes, Cedar Creek, and the Murrysville SportZone):

1. Brian's Brigade \$10,950
2. Westmoreland County Parks Home Team \$6,791.26
3. Hailey's Angels \$6,773
4. Makin' Trax for Justin \$4,498
5. Westmoreland Heritage Trail \$2,025
6. Murrysville Trail Alliance \$1,530
7. Westmoreland Development Council \$1,080
8. Westmoreland BMX \$1,035
9. Kiwanis Club of Greensburg \$1,000
10. First Lutheran Church \$860



**Team Brian's Brigade**



**Westmoreland BMX**



**Kiwanis Club of Greensburg**



**Hailey's Angels**