



**The PEACES Collective Juneteenth  
5K Walk for Wellness**  
**TEAM CAPTAIN GUIDE**





# WELCOME to the Walk for Wellness



*WELCOME AND THANK YOU FOR BEING TPC 5K JUNETEENTH WALK FOR WELLNESS TEAM CAPTAIN.*

## **THE PEACES COLLECTIVE**

The PEACES Collective is a 501(c) non-profit organization. We use art, creativity, and service to help build thriving communities through economics and education. Our relationships with our customers are more than transactional and go beyond financial exchanges into multidirectional community investment. We do this by providing quality handcrafted and upcycled products, exemplary customer service, and community involvement. We call it "wholistic retail™." Our products are connected to tradition and help support our programs. "We work with our hands, believe in our craft, and love our community!"

## **ABOUT OUR FUNDRAISING**

Proceeds from the Juneteenth 5K will support the PEACES Collective's Wisdom, Wellness and Wealth program that provides education and culturally relevant seminars. This free online program hosts speakers and experts on a variety of topics curated to meet the needs of the community. These interactive events allow participants to engage in discussions, solutions development, and problem-solving to achieve individual and community goals.

## **WHY WALK?**

Walking is a great way to improve or maintain your overall health. Just 30 minutes every day can increase cardiovascular fitness, strengthen bones, reduce excess body fat, and boost muscle power and endurance.

## **THE ROLE OF THE TEAM CAPTAIN**

Team captains promote their team, recruit participants, and encourage teammates to be successful. Team captains communicate regularly with the team and plan training events. This Team Captain Guide is designed to help you recruit participants and understand how a team works. This guide contains information on the following key topics:

- Planning and Organizing
- Training and Safety
- Team Planning

## REGISTRATION

[www.thepeacescollective.org/tpc5k](http://www.thepeacescollective.org/tpc5k)

## MARK YOUR CALENDAR

We have a series of virtual events to get your team ready for Walk Day. Check the Events section of the website for updates or follow us on Facebook or Instagram. Invite your teammates and potential teammates to participate in a training walk, while practicing safe physical and social distancing, of course!

## IMPORTANT DATES

Make sure your team knows these important dates  
(annual dates posted on website)

Virtual Program: Weekly workouts beginning **March 5, 2023**

Walk Days: Weekend of Juneteenth, **June 17, 18, or 19, 2023**

## FORMS

Check out the Events section on the website for important documents and forms to organize your team.

[www.thepeacescollective.org/events](http://www.thepeacescollective.org/events)

# Planning and Organizing

## WHAT IS A TEAM?

TPC 5K Walk team is a group of friends, colleagues and/or family members coming together in with a shared commitment to self-care and well-being.

## HOW MANY PEOPLE MAKE UP A TEAM?

We encourage you to rally at least ten (10-12) members for your team. A team is about building team energy and spirit. So, the more members you have, the more fun the Walk will be.

## WHO CAN JOIN MY TEAM?

We encourage you to rally at least ten (10-12) members for your team. A team is about building team energy and spirit. So, the more members you have, the more fun the Walk will be.

## WHAT IS THE FUNDRAISING GOAL FOR MY TEAM?

Each walker has a personal fundraising goal of donating at least \$25. Each walker's personal fundraising is counted toward the team goal.

## JOINING A TEAM INSTEAD OF PARTICIPATING AS AN INDIVIDUAL

Participants can sign up as individuals, but we encourage teams. Here's why:

- Teams bring more people and awareness to the PEACES Collective's mission and vision.
- Teams build camaraderie among groups of people who are passionate about self-care and community well-being.
- Teams put the fun in FUNdraising and have a great time training together.

## WHAT ARE MY RESPONSIBILITIES AS TEAM CAPTAIN?

Your main priority is to keep teammates informed and motivated. Team captains also:

- Recruit new team members.
- Set a team fundraising goal.
- Support TPC social media pages.

# Recruiting

## HOW TO RECRUIT

Anyone can join your team. Here are a few tips to help you recruit teammates:

- People can't join you if they don't know what you're doing. Don't be shy about spreading the word.
- Choose a unique team name.
- Let your social media work for you. Post an invitation and include a link to your team page. You can also create a team Facebook page to make it easy to get the word out to teammates.
- Ask everyone who joins your team to recruit two members.
- Connect with those who have an interest in wellness; ask them to join you.
- Friendly competition can really get people excited. Find another team and run a competition to see who can recruit more people in a month.

## RECRUIT IN THREE EASY STEPS?

1. Email your network and encourage people to join you.
2. Host a team kick-off party. Invite friends and family. Tell them about the event, why you're involved and encourage them to join your team. Register your friends right away.
3. Update your Facebook status frequently with information on joining your team.

10 Possible Teammates				



# Training and Safety

## SAFETY

As a team captain, check in with your team members to make sure they are prepared to be safe Walk Days. This includes reminding runners to practice safe physical and social distancing.

## TRAINING TIPS

Organize training walks with your teammates.

Training as a team deepens friendships, builds confidence, and it is a great way to get ready for Walk Day. Check out the training tips on the website for more information to get your team ready!

Organize your own walks with friends and teammates to help you reach your goal.

- Calibrate your steps using an App on your cell phone Fitbit or pedometer.
- Evaluate your shoes and clothing and get what you need for a comfortable walk.
- Make sure your shoes fit you properly. Visit a local athletic shoe store for more information on proper fitting.
- Stay hydrated and find the right nutrition plan for you.
- Don't forget to rest. In addition to days off during your training schedule, plan to get enough sleep at night so you have more energy for your walks.
- Stretching can reduce tightness and soreness after a walk.

# Team Promotion

## TEAM PRIDE

Big or small, company or family, your team can show off its 5K Walk spirit while also looking like a team. TPC has a 5K Walk shirt for sale for your team, the key is to recruit early and order early. It takes time to deliver a custom T-shirt or jersey.

We've also seen people build team unity with hats, arm warmers, bandanas, bike decorations and more. Be creative. Have fun. Make the 5K Walk your own!

## PROMOTE YOUR TEAM

Consider promoting your team in local newspapers or company newsletters, with merchants, at community and company events, etc. to show off what your team is doing and encourage support. Don't forget to include a link to your team page in the promotion to make it easy for people to donate.

## SHOW OFF

Find local sponsors to sponsor the team. Wear their logo when you ride or run.

## UPDATE YOUR INFORMATION

Continually update your team on your social media. Keep posts current to engage your team and fundraising networks. Encourage your teammates to keep fresh updates on their personal pages.

## GET SOCIAL

Don't forget to post Facebook, Instagram, and/or Twitter updates when you hit important milestones towards your fundraising goal. Use Instagram to show a training walk your team just finished. Show off what your team is doing!

# Team Planning

<b>Team Name:</b>	
<b>Team Captain:</b>	
<b>Co-Captain:</b>	
Target number of team members:	
Target team \$ goal:	
Target \$ goal for each team member:	
Team recruitment kick off announcement. Due Date:	
Email members announcing team. Due Date:	
Email members goals & activities. Due Date:	
Email thank you to all team members. Due Date:	

## NOTES

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