

**WALK. INSPIRE.
FUNDRAISE.**

Make a *difference*

Team Captain Guide

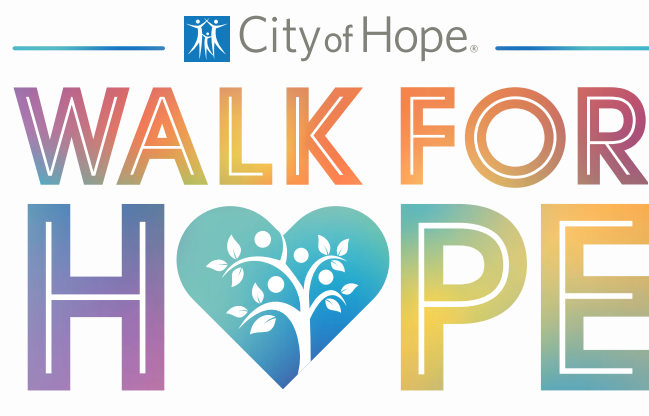
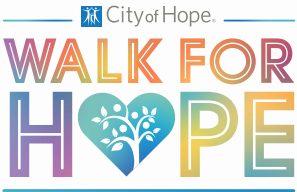


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WELCOME *&* THANK YOU



Dear Team Captain,

Thank you for stepping up as a leader in **Walk for Hope!**

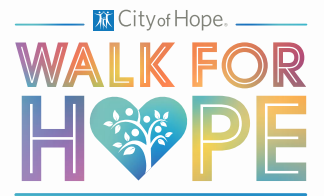
Your commitment helps drive lifesaving research and compassionate care at **City of Hope**. Whether you are walking in honor of a loved one, a survivor, or to support the future of cancer treatment, the way you lead will inspire others to walk alongside you.

This guide provides you with the tools, tips, and resources to make your team's fundraising efforts successful and meaningful. Together, **we walk for a world without cancer.**

With *gratitude*

City of Hope's Walk for Hope Team

CHECKLIST *for* SUCCESS



☒ **Register your team** on the Walk for Hope Website

☐ Download the **City of Hope Fundraising App**
Fastest and easiest way to jump start your fundraising

☐ Set a **fundraising goal**
Make a personal donation to lead by example

☐ Recruit **team members**
Invite family, friends, and colleagues to join

☐ Make a **self-donation**
Participants who make a self-donation raise 2x more than those who don't

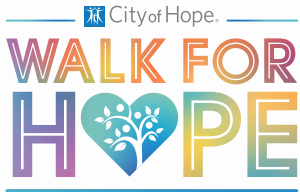
☐ Encourage **team fundraising**
Share your story and host mini-events

☐ Utilize the **Team Captain Portal**
Track progress and communicate with your team

☐ **Promote your team** on social media
Use #WalkforHope

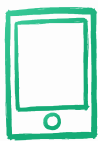
☐ Celebrate **milestones**
Recognize top fundraisers on your team

☐ **Join us** on event date
Walk together to honor and support those impacted by cancer



TEAM CAPTAIN PORTAL

Manage your team and track fundraising progress



CITY OF HOPE FUNDRAISING MOBILE APP

Fundraise on the go, send messages, and track donations



SOCIAL MEDIA TOOLKIT

Ready-to-use posts and graphics



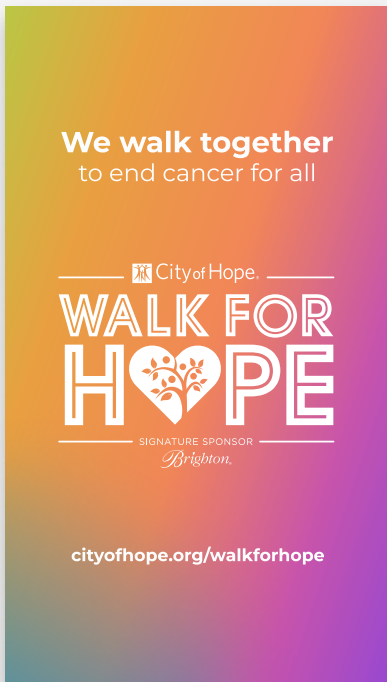
COMMUNICATIONS TEMPLATES

Letterhead, ready-to-use email copy, and e-signatures



FUNDRAISING IDEAS

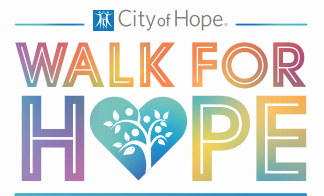
Creative ways to engage your team and community



DOWNLOAD ASSETS

Post it!

TIPS TO INSPIRE *Your* TEAM



Lead by *example*

- Make the first donation to kick off your team's efforts.



Set goals — and *aim* high!

- Team Captains who set goals for their team raise three times more than those who don't.



Share *your* story

- Explain why you are walking and encourage others to do the same. Here's a great example: [[click here](#)]



Set *fun* challenges

- Offer incentives for top fundraisers or most team members recruited. Find ideas in our Team Captain Checklist: [[click here](#)]



Engage your *workplace*

- Ask your employer about matching gifts or forming a corporate team.



Host a *kickoff* event

- A small gathering (in-person or virtual) to rally excitement and share fundraising strategies.



Schedule time to *meet* with your staff or volunteer partner to strategize

- They are here to help you succeed!

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External Team Captain Support
(Community & Corporate Teams)

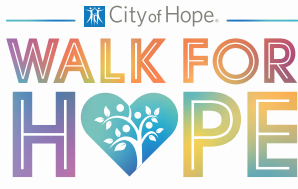
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TEAM *planning* WORKSHEET



Fill Out Our Team Planning Worksheet

The worksheet below will help you create a fundraising goal for your team. Setting a goal from the beginning will help your team **stay on track**.

Team Name: _____

Team Captain: _____

Team Co-Captain: _____

Number of Team Members: _____

Suggested Fundraising Minimum (\$100 or other): _____

x

=

NUMBER OF TEAM MEMBERS

SUGGESTED FUNDRAISING MINIMUM

FUNDRAISING GOAL

You can always update your fundraising goal if you hit your goal early! Through the Participant Center, you can easily change your fundraising goal to encourage your team members to keep up their great work!

If you are having trouble deciding on a suggested fundraising minimum, reach out to your team! Ask your team members what they think is an attainable goal. Based on their feedback, you can set an attainable fundraising goal for your team.



Identify your "sphere of influence."

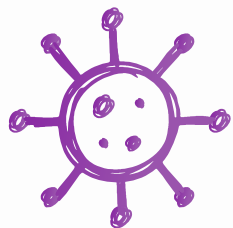
Jot down the names of people you know from each category.

Don't let geography get in the way! Invite your long-distance contacts to participate virtually.

CANCER FAST *facts:* CONNECTING TO YOUR WHY



Understanding the *Impact*



CANCER
is responsible for over
9 MILLION
deaths annually



1 IN 3 PEOPLE
in the U.S. will be
diagnosed with cancer
in their lifetime



In 2026, more than
2.1 MILLION
people in the U.S. are expected
to be diagnosed with cancer

Why *Your* Story Matters

Every Walk for Hope story starts the same way — **with a reason to care.**

Your “why” doesn’t need to be dramatic or perfectly written. **It just needs to be yours.** When you share why you’re walking, you help others see themselves in the journey and understand that this walk is about people, not just miles or fundraising goals.

Whether you’re walking for a loved one, in honor of a survivor, or for the hope of a world without cancer, your story reminds others that **we’re all connected — and that no one walks alone.**

When you share your story, it:

- Invites others to walk alongside you in a meaningful way
- Builds trust and connection within your network
- Shows how every step and every dollar helps fuel life-saving research and care at City of Hope

Every story brings hope. Every step moves us closer — *together.*

Tips for *Sharing* Your Why

- Be honest and speak from the heart — your story doesn’t have to be perfect to be powerful
- Share who or what inspired you to walk
- Invite others to join you, whether by walking, donating, or cheering you on
- Connect your story back to impact — how walking together helps advance City of Hope’s mission

**When you lead with *your* why, you give
others permission to show up with *theirs.***



: What are the different ways to participate in Walk for Hope?

There are several ways to get involved with Walk for Hope:

- Join us in person at one of our City of Hope-hosted events across the country.
- Join a team led by a friend, colleague or community member.
- Start your own team and serve as a Team Captain—rally your network, lead the way, and make a meaningful impact in the fight against cancer.

Q: What is a Team Captain?

Team Captains are the heart of Walk for Hope. Whether you're leading coworkers, family, or friends, you play a vital role in energizing your team and raising critical funds for cancer research and care.

As a Team Captain, you'll receive:

- Digital tools and templates to help recruit and engage team members.
- Access to our Walk for Hope team for personalized support Team Captains set the pace—and the inspiration—for everyone around them.

Q: How do I register my team?

First choose the event you would like to participate in. When you click "**Register**", select "**Create a Team**". After you have entered your team information you will be prompted to complete your individual registration. Once you complete your individual registration, your team and individual fundraising pages will be **ready to go!**

Q: How do I join a team?

There are two ways to join a team. First, if you have the direct link to the team page you can visit that page and click "Join Team" and you will be prompted to complete the individual registration process.

If you do not have a direct link to the team page, you can still sign up for the team by following the individual registration process. On the Walk for Hope home page choose to register for the event that your team is participating in. After you click on register, select "Join a team". You will see a search box where you can type in the name of the team you would like to join. Click on your preferred team and complete the individual registration process and you will be on the team!

Q: How do I create a team if I already registered?

Teams should be created during the individual sign-up process, but if you have already registered and would like to create a team, we're happy to help. Please email walkforhope@coh.org and we can assist with creating your team.

Q: How do I use the fundraising app?

Download the **City of Hope Fundraising app** from the App Store or Google Play and log in with your event credentials.

Q: How do I turn in donations?

- The easiest way to collect and submit donations is **online** through your personal or team fundraising page.
- If you receive a check, it may be **mailed** directly to City of Hope. If you collect cash, you can make an online donation to your fundraising page using your debit card to ensure the gift is properly credited to you or your team.

Q: Who should checks be made payable to?

Please **make checks payable to City of Hope**. On the memo line, include:

- The participant's full name

- The team name (if applicable)
- The Walk for Hope event city and year (e.g., "Los Angeles 2026")

If a check is made out to you or your team, simply endorse the back with "Pay to the Order of City of Hope."

Please mail checks with a completed donation form to: City of Hope ATTN: Walk for Hope 1500 E Duarte Rd Duarte, CA 91010

Please allow up to 5 weeks for mailed checks to be processed during peak fundraising times.

Q: What is a matching gift?

A **matching gift** is a donation made by an employer that matches the amount an employee gives—often dollar for dollar. It's an easy way to double your impact. **Click here** to see if your employer will match your donation.

Q: Are dogs allowed?

While we love our furry friends, Walk for Hope is a **people-only event**. Service animals are welcome in accordance with ADA guidelines.

FAQS

: How long are the Walk for Hope routes?

Our routes are about a 2k. Walk **as little or as much as you would like**, each step you take supports the fight against cancer.

Most routes are stroller-friendly and wheelchair accessible. We'll share specific route maps for each location closer to event day.

If you're not walking, come cheer on our participants and experience the power of this incredible community.

Q: Where can I park?

Parking details will be posted on the website and sent in the pre-event email approximately two weeks prior to the event.

Q: Will there be food and drink?

Yes. Water and snacks will be provided.

Q: Who can I contact for help?

Our Walk for Hope team is here for you!

Whether you're setting up a team, looking for fundraising tools, or need tech support: **walkforhope@coh.org**

Join us



Scan the QR or visit
cityofhope.org/walkforhope



To learn more
scan the QR code



or visit

CityofHope.org/WalkforHope

Join us

