



YWCA
DASH
AND
BASH



eliminating racism
empowering women
ywca

**YWCA IS ON
A MISSION**

DREAM TEAM CAPTAIN GUIDE



Thank You for Registering

Empowering women and eliminating racism will take all of us. It's why you leading a Dash and Bash team matters so much. And it's why your leadership is so important. Dash and Bash helps us team up with friends, loved ones and co-workers to change the world and become a powerful force in making sure all women and girls have opportunities to reach their full potential and break down the barriers to make sure they achieve their dreams.

WE are on a MISSION Together

Your team strengthens our community by connecting you with others who are as passionate as you. Your friends, family and co-workers make Dash and Bash even more memorable and fun. Creating bonds that last all year—well beyond the finish line of the big day. Once your team is formed, join together to host a fundraising event or rally your company or neighborhood to support this meaningful mission. The information in this guide will help you achieve your team's goal and create greater impact in our work to empower women and eliminate racism in our own community and beyond.

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Local Impact

For over **95 years**, YWCA Boulder County has provided a safety net to individuals and families during their time of need. Our programs at a glance:



- Over **6,000** community members served each year
- Children's Alley: The only drop-in, emergency child care center on the Front Range, providing a safe, nurturing place for children during times of crisis
 - **99%** of families report that Children's Alley helps them maintain stable employment
- Latina Achievement Support: Unique mentorship program serving several area high schools to bridge the achievement gap and support teen girls in reaching their academic goals
 - In 2017, **100%** of Seniors in the program went on to post-secondary education
- Reading to End Racism: An intergenerational literacy and racial equity program, serving over **3,000** children across 12 schools in Boulder County
 - Nearly half of Boulder Valley School District 7th and 8th graders report being bullied on school property. RER helps to eliminate discrimination and encourage inclusivity to bring down this number.

National Impact

YWCA is a strong, nationwide movement serving **2.2 million people** annually:

- **87%** women and children, **62%** at or below the federal poverty line
- **50%** people of color
- We provide critical services in the areas of civil rights, economic empowerment, domestic violence/sexual assault prevention, health and wellness, and more
- We promote public policies on Capitol Hill, at the White House and with federal agencies to creating lasting change

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Steps to Team Success

This guide will allow you to easily personalize your Dash and Bash experience, engage your entire team, and get the ball rolling toward success. We encourage you to share these steps with your current and future teammates, too.

- **Register for Dash and Bash-done!**
- **Set a personal and team fundraising goal**
 - Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. See the next page for tips on setting a fundraising goal.
- **Set a team recruitment goal**
 - Use your team captain page to send an email out inviting co-workers, vendors and friends. Cast the net wide and make sure they have the team name and link so they can get signed up.
 - See the office recruiting tips later in this manual for more help.
- **Kick-start your fundraising**
 - Show your commitment by making a donation to kick off your fundraising.
- **Customize your Personal Page**
 - Everyone who registers for Dash and Bash receives a Personal Page or webpage. Customize your page with a personal photo and story, manage donations, send emails and more!
- **Know Your Networks**
 - Understanding and connecting with your network can be key to your team success! Use the Know Your Networks worksheet to help identify people to ASK to join your team and donate. You can also log in to your Participant Center for templated solicitation emails.
- **Fundraise with Facebook**
 - Use Facebook and your social media tools to make your fundraising easier. Share your link to your personal page on your sites to give your friends, family and co-workers the opportunity to donate directly to you online.

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Tips on Setting a Fundraising Goal

- ✓ **Goals should be realistic, but significant.**
 - If it requires hard work to attain, it will be a source of pride for your team.
- ✓ **100%**
 - Make it a goal to have every team member an active fundraiser by encouraging them to make a donation or ask others to donate to their fundraising efforts.
- ✓ **Kick off your fundraising by making a donation.**
 - Participants who make a personal donation fundraise two times as much as those who don't.
- ✓ **Arrange a goal-setting meeting with your YWCA staff support team.**
 - We are here to help! Use the Goal Setting worksheet to help you through the process.
- ✓ **Once reaching your goal, be sure to increase the dollar amount.**
 - If donors feel they can help you attain your goal, they'll continue to give.
- ✓ **Set a goal for team size as well as collective fundraising.**
 - Recruiting more team members can mean a substantial increase in fundraising.
- ✓ **Share your goal.**
 - Use email, social media, and your team page to make your goal known to your network. Encourage your team members to do the same! Send thank you emails/letters to family, friends and other supporters.

It's easier than ever to raise money with our online fundraising tools. Start by setting up your Personal Page by logging in at ywcadashbash.org.

Use your Personal Page to:

- Share your story, upload photos/videos and display your fundraising progress
- Create a custom URL to take people directly to your Personal Page
- Import contacts into your Participant Center address book
- Send emails to recruit team members and ask for donations
- Turn on your Honor Roll to acknowledge those who have contributed
- Send thank you emails/letters to friends, family and other supporters
- Participants who customize their Personal Page fundraise five times more than those who don't.

Building a Strong Team

Recruiting your Dream Team

- ✓ Have a fun kick-off registration event at your office. Our YWCA staff is here to support you. We can get your co-workers pumped up to join the team and create impact in the important mission of empowering women and eliminating racism.
- ✓ Place an article in your company's office intranet or company newsletter. Include names of teammates and other contact information to let readers know who's participating and how they can join or contribute to the cause.
- ✓ Make announcements at staff meetings and have laptops ready for co-workers to sign up after the meeting.
- ✓ Utilize your social networking tools to invite friends and family to join your corporate team.
- ✓ Use your email and voicemail message to mention your team and team Web page.
- ✓ Get your company's executives on board. Support from top management is a great motivation for people to join your team. The YWCA Dash and Bash promotes company teamwork and morale by bringing employees together for a common cause.
- ✓ Create challenges and kick-off parties to increase participation and team unity.
- ✓ Have a team t-shirt design contest. Post the entries in a public place or online and let everyone vote for a winner. Inquire to see if your company would be willing to cover the cost of team shirts.
- ✓ Join the YWCA team week competitions to receive recognition and prizes for the teams that have the most registrations and closer to the event the highest fundraising. Great onsite prizes are available including a VIP breakfast for your team the morning of the event, a specially decorated tent and even a personal team port-o-let.



Team Spirit

Being part of an important cause is great motivation. Here are some other powerful and fun ways to motivate your Dash and Bash team.

Inspire Your Team to Fundraise

Sending regular updates to your team members can help keep their fundraising on track. Share your own fundraising ideas and personal fundraising progress to help inspire them. Highlight a fundraising success story within your own team. You can also send emails from your Participant Center Team Page to easily communicate with your team at once.

Team Fundraising

Beyond the camaraderie and fun that comes from participating as a team, another benefit is that you are working together to have the greatest impact possible for women, girls and communities. Here are a few fundraising activities you can do as a team:

- Dress for Empowerment Day or jeans days at work
- Bake sale or Lemon aide "Stand against Racism" sale
- Chic garage sale or glam clothing swap fundraiser
- Women's empowerment wine event

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Put the FUN in Fundraising

Motivate your entire team to fundraise by creating some friendly competition. The prize for the winner doesn't have to be anything elaborate. Usually bragging rights are enough! Outside of the great fundraising prizes from the YWCA, your team can award prizes for someone who:

- Personalizes their online fundraising page first
- Raises the most money in a week
- Receives largest donation to date
- Sends out the most fundraising emails
- Meets their goal

Motivate team members using great YWCA fundraising incentives

Raise or donate	Food, music, art and activities pass	Statement Dash & Bash T-shirt	Official Event Water Bottle	Handmade art by children in Children's Alley	VIP Breakfast and Training Shirt	Empowering Women Elite Feet Awards Party	Social Justice Champion Club and Lunch with YWCA leadership
\$50							
\$100							
\$250							
\$350							
\$500							
\$750							
\$1,000+							

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We are here to help

We are grateful for your efforts to raise awareness and funds to support women, girls and families in our community. We want to make sure your experience is extraordinary at every turn. If you have questions, need assistance or just have a comment to share, please contact us.

FAQ

How do I turn in donations?

We recommend turning in contributions right away. The faster you turn in your contributions, the faster the YWCA can begin putting those contributions to good work. You can mail your checks in to the YWCA, 2222 14th Street, Boulder, CO 80302. You can also turn in money and checks when you pick your packet up or the day of the Dash and Bash.

Who should checks be made payable to?

Please make checks payable to the YWCA. Please be sure to write the participants name and Dash and Bash on the memo line of each check.

What is a matching gift?

A matching gift is a gift from a donor's employer that matches the donor's original gift. Many employers match dollar-for-dollar. Ask your human resources staff, or visit your company's intranet for more information.

How long are the Dash and Bash routes?

There is a 5K, 10K and a one-mile kids dash option. Participants will have a timing chip if they want to challenge themselves or individuals can enjoy the event as a fun walk/run.

Contact Us:

Debbie Pope, CEO, YWCA: 303-443-0419 x101 or debbie@ywcaboulder.org

Ashley Bruscoe, Director, Development: 303-443-0419 x115 or ashley@ywcaboulder.org

Emily Olsen, Events Coordinator: 303-443-0410 x102 or emily@ywcaboulder.org

Elly Johnson, Volunteer Engagement Lead: 303-443-0410 x104 or elly@ywcaboulder.org

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