

**Team Captain  
Weekly Update**

*by Alicia Jacobs  
Issue 3 \* April 30, 2010*

**Freihofer's 22<sup>nd</sup>  
community walk**

May 1<sup>st</sup> is tomorrow. Spring is in the air and a great time to lace up your walking shoes.

Don't listen to excuses. Encourage people to make time to exercise. Give them a reason to feel good about themselves while helping others. Let them know they can register today for the 22nd Annual Freihofer's Community Walk to benefit your cause. The Walk is June 5 at 12:30 pm.

Can you believe it is only 5 weeks away? It's time to motivate potential walkers. This event is unique with over 75 non-profits celebrating their services to the community ... all in one place.

How do you market this event? Ask businesses to join you. Encourage your organization leaders, board members, committee members and volunteers to register today at [www.freihofersrun.com/community\\_walk.htmxxx](http://www.freihofersrun.com/community_walk.htmxxx). They can also watch the video on YouTube by searching 2010 Freihofer's Community Walk Promo. Send emails, include information in your newsletters, add to email signatures, mail brochures, and distribute posters to offices and businesses in your community. Ask supporters to post the event on their social networks and join in the FUN-raising efforts.

With the obesity epidemic and health care reform in the news, this is an excellent time to get companies and health care organizations, weight loss clinics, and their employees involved in this community-wide event. Let your supporters know that 100% of the money they raise for you.... goes directly to your organization. Ask companies walking to wear their company t-shirts for team spirit. What a great way to showcase their philanthropic efforts in the community!

As someone who understands the struggles that non-profits face with limited staff, time, and resources, this event is a great tool for public relations, marketing, networking, database building, and fundraising. Thank you for continuing to reach out with questions. To help, I added a FAQWA section (Frequently Asked Questions with Answers) section in this issue. Keep registering walkers and teams and feel free to contact me at [ajmamt@aol.com](mailto:ajmamt@aol.com) or call 669-9806.


Sincerely,

Alicia Jacobs, AJ Management

2010 Freihofer's Community Walk Non-Profit Recruiter



Share the weekly progress report with others. It includes the number of walkers to date, tips, and a featured success story. For those interested in a detailed list with contact info, please email, [ajmamt@aol.com](mailto:ajmamt@aol.com). We want to keep information confidential per charity. In addition, the 1st two groups to respond to email each week will have their organization featured for a non-profit tip or a feature story the next report.



75 Non-Profit  
Walk Teams

**As of this week, we have 75 non-profits registered. Congratulations to the three top teams with the most walkers. They are Parsons Child and Family Center with 30, Park Playhouse II with 13 & U.S. Committee for Refugees and Immigrants with 13.**

**NEW THIS WEEK!** Printed entry/pledge forms ARE NOW available for you to pick up at the Freihofer's Run for Women Office. These brochures will also be distributed to the Price Chopper stores. For those organizations who submitted their registration documents prior to April 1st, your organization is listed on this form.

This form is also posted on the Freihofer's Community Walk web page at [http://www.freihoferstrun.com/community\\_walk.htm](http://www.freihoferstrun.com/community_walk.htm) as the last link under PUBLICITY. **Before you distribute, please write your organization's name and code number (from the list in the form) on the appropriate line. This will ensure your organization gets credit for donations and walkers.**

The office is located at 233 Fourth Street in Troy and generally open weekdays from 9:00 am to 5:30 pm, but may be staffed earlier or later. We suggest you call 273-5552 or email Bruce [bruce@usatfadir.org](mailto:bruce@usatfadir.org) before you stop by.

**Directions to Freihofer's Run for Women Office (this is also the Community Walk office)**

**233 Fourth Street Troy NY 12180**

**From Albany:**

Take **I-787 N** to exit **7E** onto **Menands Rd/Menands Bridge Rd/NY-378**

Once over the bridge, **move to left lane.**

Follow **Route 4 North.**

At 3rd traffic light bear right, continuing onto Route 4 North. (Smith's Transmission is on the left)  
Drive for 1.2 miles to office on the left on the **corner of Washington Ave & Fourth St.** (Yellow brick building)

**From 90 East:**

Take exit 6A to merge onto **I-787 N**

Continue on **I-787 N** to exit **7E** onto **Menands Rd/Menands Bridge Rd/NY-378**

Once over the bridge, **move to left lane.**

Follow **Route 4 North.** At 3rd traffic light **bear right**, continuing onto **Route 4 North.** (Smith's Transmission is on the left) Drive for 1.2 miles to office on the left on the **corner of Washington Ave & Fourth St.** (Yellow brick building)

**From 87:**

Take **Exit 7** to merge onto **NY-7 E** toward **Cohoes/Troy**. Take the exit **Downtown Troy**

Continue straight on **6th Ave**, crossing **Federal Street** at the light.

Go to end of the street and take a **right onto Congress Street**.

Take next **left onto 5th Ave**.

Continue for **3 blocks** and take a **left onto Washington Street**.

Go 2 blocks straight to **Fourth Street**. Destination will be on the **corner of Washington Ave & Fourth St**. directly in front of you (Yellow brick building)



*Non-Profit Tip:*

**Making it easy to raise money....from Francine Sinkoff of The Addictions Care Center**

Here's a tip... we put packets together for our board members – the packets include an envelope to collect pledges, 2 sample donation request letters, and a walk brochure.

They loved that we made things simple for them!

Also, our campaign is "Ten People. Ten Dollars" – just ask 10 friends for 10 dollars – simple!



*Featured Non-Profit success story*

**Congratulations to Mary Rozak from United Way was the 1<sup>st</sup> to respond to last week's update.**

United Way of the Greater Capital Region is taking part in the Freihofer's Community Walk for the first time. It's a way to raise money to advance the common good, to create a brighter future for our friends, families and co-workers and to LIVE UNITED. Our success story- keep it simple. A staffer recruited a friend to walk while she was having dinner her and talked about what she was doing at work. The friend instantly wanted more info on the walk so she could take part. We sometimes forget that a simple discussion about what we're doing can net success in our recruitment efforts.

*Frequently Asked Questions  
with Answers (FAQWA)*

1- **QUESTION:** When walkers register online do they get an email confirmation?

**ANSWER:** No email confirmation, but the resulting page with instructions appears after submitting - [http://www.freihofersrun.com/cw\\_thankyou.htm](http://www.freihofersrun.com/cw_thankyou.htm)

2- **QUESTION:** Can people walk the run route?

**ANSWER:** The Run route will not be staffed with course marshalls/police after 11 am, so it's not safe to walk that route. The 5k run is a timed run, it's not meant to be walked at the same time as the runners. **However, the walkers can walk the walk course more than once if they wish and can complete a second loop within the hour time frame. The walk route is 3K (1.86 miles). We will have a volunteer at the Swan St. and Madison intersection turning walkers down the hill to finish who will not be able to complete another loop before the course is opened to traffic at 1:30pm**

3- **QUESTION:** How do I customize brochures or flyers that I found on the community walk page which are already in a PDF file?

**ANSWER:** Print off copies on your office printer. Then you can order stickers with your organization name, team number, and sponsors in the approximate size of the empty space provided, print your own labels or use a custom stamp. If you use a custom printer, explain you are looking for Crack-N-Peels (AKA stickers customized) and provide dimensions. There are many printers in the area who can help. If stuck, (no pun intended), we can refer you.

4 – **QUESTION:** What should non-profits bring to display on registration table the day of walk since Freihofer's provides signs overhead with walk team name?

**ANSWER:** Non profits can display information brochures and items at their tables. They can also bring a table cloth/ Draping with their logo if they choose.

5 – **QUESTION:** If corporations are registering as part of a walk teams... is there a drop down box for sub team branding and tracking.

**ANSWER:** No, but that could be discussed for future years as the walk grows. For now anyone registering should use non-profit team number assigned.

*233 Registered Walkers... Last week ...It was 168.*

*Total Walkers as of 4/30.*

*Note teams without any current walkers might be missing from this list... but team is registered.*

TEAM #	Nonprofit Organization Name	WALKERS
296	100 Hispanic Women, Inc., Capital District Chapter	2
344	Addictions Care Center of Albany, Inc., The	10
267	Albany Police Athletic League (PAL)	4
321	Alight Pregnancy Center	4
346	American Heart Association	1
347	Autism Society, Albany Chapter	1
354	Bethlehem Pop Warner Football & Cheerleading	5
288	Blooming Grove Reformed Church	1
97	Brain Injury Association of New York State	1
357	Brighter Choice Charter School for Girls	1
115	Campus Children's Center, Inc	3
243	Capital City Rescue Mission	7
127	Capital District Child Care Coordinating Council	2
351	Capital Region Center for Arts in Education	2
335	Capital Region Sponsor-A- Scholar, Inc.	3
234	Capital Region Youth Tennis Foundation, Inc.	5
341	Carver Community Center Inc	5
323	Clear View Center	1
318	Colonie Christian Life Center	3
331	Doane Stuart School, The	1
334	Dudley Observatory	2
349	Empire Servicedog Program Inc	3
320	Grand Street Community Arts	1
199	Health Walker (UNASSIGNED WALKERS TO TEAMS)	51
307	Hope for Women	6
326	Joan Nicole Prince Home	2
336	Lung Cancer Alliance - NY	3
330	Music Mobile, Inc	12
348	Northeast Career Planning	11
338	Our Lady of Victory Church	1
57	Park Playhouse II	13
329	Parsons Child and Family Center	30
337	Rebuilding Together Saratoga County	1
339	Saint Gregory's School	1

345	Salvation Army - Albany	3
314	Schenectady County SPCA	3
207	Shenendehowa Adult Community Center	1
84	St Catherine's Center for Children	1
327	Stakeholders Foundation, The	4
245	ToLife!	5
342	U.S. Committee for Refugees and Immigrants	13
332	United Way of the Greater Capital Region	2
111	Youth for Christ	1
79	YWCA North Eastern NY	1
343	AIDS COUNCIL NENY	0
322	ANGELS NAMES ASSOCIATION	0
204	BIG BROS BIG SISTERS	0
281	BOY SCOUTS OF AMERICA ALBANY TROOP 149	0
294	BOYS & GIRLS CLUBS OF SOUTHERN RENN COUNTY	0
308	CAPITAL DISTRICT AFRICAN COALITION ON AIDS	0
106	CAP DISTRICT COMMUNITY GARDENS	0
127	CAP DISTRICT CHILD CARE COORDINATING COUNCIL	0
328	FRESH AIR FUND	0
353	FOUNDATION OF NYS NURSES	0
340	GIRLS INC	0
30	EQUINOX INC - ELDER EMPOWERMENT WALK	0
29	EARLY CHILDHOOD EDUCATION	0
27	CONSERNS -U	0
351	CAP REGION ARTS IN EDUCATION	0
333	CATHEDRAL SOCIAL SERVICE	0
202	CIRCLES OF MERCY	0