



**STEP IT UP FOR  
CLEARBROOK**  
5K RUN/1 MILE WALK

[step.clearbrook.org](http://step.clearbrook.org)



# STEP IT UP FOR CLEARBROOK TEAM CAPTAIN HANDBOOK

Cronin Park, Arlington Heights  
Saturday, September 17, 2022  
5K Run or 1 Mile Walk



Your generosity allows us to empower our individuals.



**CLEARBROOK**

Enrich Lives. Embrace Potential.

*For Individuals with Intellectual and Developmental Disabilities.*

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## WELCOME TEAM CAPTAIN!

We are thrilled you are joining us at Step it Up for Clearbrook as we raise funds to support Clearbrook's individuals. As you know, Clearbrook serves adults and children with intellectual/developmental disabilities. While we do receive state funding, we offer more robust programming than state funding covers. This leaves us with an \$11,000 deficit each day. Funds raised at this event help us cover that shortfall. We truly could not do it without you. **THANK YOU!**

As a team captain, you are integral to the success of this event. History shows that those who participate on a team raise **more than two times** those who are not registered on a team. That is a big difference! This is largely due to the commitment you have made as a team captain to encourage and motivate your team. Thank you just isn't enough!

In this guide, you will find everything you need to know about leading your team. You can find additional resources on [step.clearbrook.org](http://step.clearbrook.org). We will send you weekly emails with updates on your team's progress, fundraising tips, and Clearbrook stats. We encourage you to share those with your team members to inspire them to make fundraising asks.

We want your team to be successful and will do whatever we can to help. Please let us know if there is anything we can do to support you.

Thank you, again, for stepping it up for Clearbrook! We are so grateful.



## WHO WE ARE

Clearbrook is home, a family, to over 8,000 children and adults impacted by intellectual and developmental disabilities. We care for them—and their families—by providing support across the lifespan, helping them to live their fullest lives possible.

## PERSONALIZED SERVICES



**89%** OF EVERY DOLLAR DONATED GOES RIGHT BACK TO OUR MISSION.



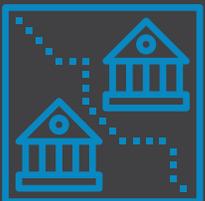
900+ STAFF



60 locations



160 communities



16 counties



60 years of experience

## EVENT DETAILS

### WHEN AND WHERE

Saturday, September 17, 2022

8:30 a.m.

This event takes place rain or shine.

### Cronin Park

S Vail Ave. & W South St.

Arlington Heights, IL 60005

### EVENT OVERVIEW

Join us for our largest community event! Participants are given the option of a 1-mile walk or a 5K run. They can also participate virtually, running or walking wherever they choose. The event is more than just a walk/run. You can enjoy activities for the young (and young at heart) like face painting and other crafts. Light breakfast snacks and coffee are available. Participants can also learn more about the services and programs Clearbrook provides.

### WHO

In 2021, more than 500 people participated. We expect that number will be larger this year. Step It Up brings together the individuals and families Clearbrook serves along with staff, sponsors, donors, volunteers, and community members. Every group touched by Clearbrook gathers to support individuals with intellectual/developmental disabilities



## WHY WE STEP IT UP FOR CLEARBROOK

We step it up to support Clearbrook of course! We would love to hear your team's story and why you have chosen to participate in the event. You can send us your story/photo at [step@clearbrook.org](mailto:step@clearbrook.org). We may share your story on our [Why We Walk](#) page or our [Facebook page](#)!

In addition to sharing your personal story, it is important to talk about the impact and reach of Clearbrook programs. Clearbrook serves more than 8,000 families annually at more than 60 locations throughout Chicagoland.

### Did you know Clearbrook:

- Has 54 Community Integrated Living Arrangement (CILA) homes
- Serves 1,200 home-based clients making it the largest provider of home-based services in the state of Illinois.
- Serves 16 counties in over 160 communities in Chicago, the suburbs, and northern Illinois.
- Has an administrative overhead of 8% - well below the industry standard of 15-25%.
- Is licensed, certified and/or accredited by the Illinois Department of Human Services and the Illinois Department of Public Health, SourceAmerica, the US Department of Labor, and the Illinois Department of Rehabilitation Services.



## GETTING STARTED

1. **Personalize your team page and individual page in your Participant Center.** Share why you are participating. Don't forget to add a picture. Those who personalize their fundraising page raise **350% more** than those who did not—yes, you read that right!
2. **Set a team goal.** We recommend multiplying the number of anticipated team members by \$250 as a starting point. You can always change this number. Once you reach it, increase it. Setting a goal provides guidance for your team. It's good to have a target to aim for!
3. **Recruit team members.** Send an email to friends, family, and co-workers and invite them to join your team. You can use the email template in your participant center, or simply include the link to your team page when sending an email. Social media is a great way to recruit team members, too! The more the merrier!
4. **Lead by example—donate!** Before you ask others to make a donation, go ahead and make one yourself.
5. **Fundraise.** Start your personal fundraising efforts by sending emails, posting on social media, planning events...whatever works! Show your team that you are committed to supporting Clearbrook by making a personal donation, and asking others to donate.





## FUNDRAISING TIPS

**Develop A Prospect List.** Create a prospect list of all of your friends, neighbors, co-workers, business vendors, local companies that you do business with, Facebook friends, etc. Your holiday card list is a good place to start! We are happy to help you brainstorm!

**Share Your Story.** People will be motivated by learning why you are committed to Step It Up. Take a moment to write down why Clearbrook is important to you. Talk about your loved one that is served by Clearbrook, share how their life has been changed.

**Don't Be Afraid To Ask.** The number one rule of fundraising: you need to ask. Supporting Clearbrook is a good thing—be proud of your efforts to support those served by Clearbrook.

**Lead by Example.** Make a personal donation on your fundraising page.

**Host an Event.** Consider hosting a kick-off event such as a pasta party, pizza night, garage sale, raffle, etc. to gather those in your network. This is an opportunity to get people involved. Oftentimes, local vendors such as grocery stores, sandwich shops, etc. will donate the food for your gathering. You can also turn it into a fundraiser!

**Get Your Employer Involved.** Ask your employer if you can host a "casual day" at your office. Everyone donates a certain amount to be able to "dress down" for the day. Another office activity is to host a bag lunch and ask everyone to bring their own lunch and donate what they would have spent had they gone out to lunch.

**Use the Participant Center.** Here you can personalize your page and your team page. You can send emails to team members and monitor team progress. You can customize your team URL (page link) to make it easier for people to find you. If you need help navigating the Participant Center, [you can view this guide](#) or [watch this video](#).

**Remember why you support Clearbrook.** Everyone who participates in Step it Up for Clearbrook does so with a purpose. Who do you know with a developmental/intellectual disability? Take time to remember why you are participating and remind others. This is what motivates people to donate/join your team.

**Ask Again.** Inboxes get full. People have the best of intentions to donate and then forget. Send an email to update people of your progress and remind them to give if they haven't given yet.



Need more ideas? Visit the Fundraising Tips page at [step.clearbrook.org](http://step.clearbrook.org) or reach out to our Step It Up team at [step@clearbrook.org](mailto:step@clearbrook.org) or [847-385-5009](tel:847-385-5009).

We are here to help!

## FUNDRAISING PRIZES

We know you work hard fundraising on behalf of Clearbrook. These prizes are a small way we can say **THANK YOU!**



Everyone who registers will receive a dry-fit, short-sleeved event t-shirt.



Raise \$100 and you will receive a Clearbrook fanny pack.



Raise \$250 and you will receive a Clearbrook long sleeve shirt.

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Team Captains are critical to the success of Step it Up for Clearbrook...and the success of this event means we can serve more people with intellectual and developmental disabilities. **Thank you!**

As the event gets closer, you will receive weekly team updates from Clearbrook staff. This will include updates on your team's progress, tips, contests, and event details to share with your team. Keep an eye on your inbox!

Here are links to some resources to help you and your team members. These can all be found on [step.clearbrook.org](http://step.clearbrook.org).

[Fundraising Ideas](#)

[Corporate Fundraising Ideas](#)

[How to Build Your Team](#)

[Participant Center Guide \(how to customize your fundraising page, send out emails etc\)](#)

[Participant Center Guide Video](#)

[Sample Solicitation Email](#)

[Family Fundraising Tips](#)

Together, we **enrich** the lives of **thousands**.



**THANK YOU**