



Making life better *for* children with cancer

Dear Team Captains,

Thank you for your willingness to step up and help! The ASK 5K & Fun Walk is an important fundraiser for us. Over the last thirteen years, it has raised \$1.5 million to help kids with cancer here in our community. Those funds help ASK provide some of the best support programs in the entire country for kids with cancer and their families. This would not be possible without the help of folks like you, who are willing to go the extra mile for our young patients and survivors.

As a team captain, there are three things that will make your job easy and successful:

- 1) Engage – “Many hands make light work.” Let your community know that you’ve taken on this role, why it’s important to you and why you’d like them to help.
- 2) Inspire – Share stories about what ASK does and why our kids need their help. Once people know about the need for help in our community, it’s easy to say yes.
- 3) Communicate – Regular communications with your team members, donors and larger community about how you’re doing will generate excitement and encourage them to get involved. The updates don’t have to be long, just meaningful and from the heart.

It’s important to stay in touch with your team and be their cheerleader. Make it your goal to send out a weekly emails to your team with totals, shout-outs to new members and to those who raised donations. It doesn’t have to be long but it does have to be encouraging and inspiring. We will make sure we provide stories through our website, emails and social media about where the funds go and how important this event is to making life better for kids with cancer here in our community. You can use those stories to encourage your team to keep working toward their goal.

If you have any questions or need more information, don’t hesitate to contact me at [agodkin@askccf.org](mailto:agodkin@askccf.org) or (804) 658-5910.

Thank you again for your leadership. I look forward to working with you!

Gratefully,

A handwritten signature in blue ink, appearing to read 'Amy Godkin', with a long horizontal flourish extending to the right.

Amy Godkin  
Executive Director