



Tikkun Ha-Ir
תיקון העיר
Repairing Milwaukee

Tikkun Ha-Ir's FOOD JUSTICE WALK



2023 TEAM CAPTAIN GUIDE

Thank you for serving as a Team Captain at Tikkun Ha-Ir's Food Justice Walk!

Your efforts will raise money for Tikkun Ha-Ir's year-round food justice programs, including the signature program, Veggie Chop Shop, which utilizes excess produce from area farmer's markets and groceries, turning it into healthy and delicious meals for food insecure families and individuals in Milwaukee.

WHEN: Sunday, June 4th
Registration at 8:45
AM/Walk at 9 AM

WHERE: Urban Ecology
Center (1500 E Park Pl,
Milwaukee, WI 53211)

STEP 1: REGISTER YOUR TEAM

Register your team at
<https://bit.ly/THIwalkregister>

STEP 2: SET A GOAL

Anyone who raises \$100 by **May 23rd** will receive a THI Swag Bag! Curious to how much your team has raised? Email Emma for a progress report at emma@thi-milwaukee.org!

STEP 3: GO FIRST

Make a donation to your fundraiser! The size doesn't matter, but your willingness to donate confirms for team members that you are committed.

STEP 4: RECRUIT

Invite co-workers, friends, and family to join you at the walk or support your team! Send them the link via email, social media, text, and in-person! Share with them:

- Donations are in increments of \$20.
- Indicate their team captain and if they are walking!

STEP 5: ASK FOR DONATIONS

Sending emails is the single most important action you can take to raise money! It takes two to three requests to secure one donation!

STEP 6: ENCOURAGE AND MOTIVATE

Touch base with your team regularly to keep them engaged and excited! Provide fundraising tips and say thank you often!