



TEAM CAPTAIN PACKET

SUNDAY, OCTOBER 11 • 11:00AM-2:00PM • FORT ADAMS • NEWPORT, RI

RALLY YOUR PACK. MAKE AN IMPACT.

There's something pretty powerful about what a group of animal lovers can accomplish together.

Forming a **Heart & Sole Walk Team** is a fun way for friends, families, coworkers, businesses, schools, clubs, and community groups to come together for a shared purpose: raising critical funds to help animals and support the people who love them.

A team can be as small as two people—or as big as you can make it! As Team Captain, you'll help rally your crew, encourage fundraising, share important Walk information, and keep everyone excited along the way.

Ready to get started? Visit heartandsolewalk.org to register and create your team. Registration is free!

Build Your Team

Give your team a great name, then register at heartandsolewalk.org and select the option to create a team. The first person to register and create the team becomes the Team Captain. Once your team is created, others can select your team when they register.

Participants register as either Adult (18+) or Junior (17 & under), and each team member can create and personalize their own fundraising page.

Need a little help leading the pack? You can appoint a co-captain to help recruit members, communicate with the team, and keep everyone motivated along the way.

Set Your Goals

Give your team something to work toward! Set an overall team fundraising goal and encourage each member to set an individual goal of their own.

A great place to start: **Number of team members × \$100 = Team Goal**

Have 10 walkers? Aim for \$1,000. Have 25? Go for \$2,500. And if your team blows past its goal, raise it and keep going!

Remember, donations raised by individual team members count toward **both their personal fundraising total and your overall team total**. Individual fundraising totals also determine each participant's eligibility for fundraising prizes.

Get Your Team Fundraising

Encourage everyone to personalize their fundraising page and start sharing it with friends, family, coworkers, and social networks. Share the **Fundraising Tips & Tools** available at heartandsolewalk.org for sample social posts, graphics, fundraising ideas, and other resources.

Team members can also collect cash and checks. To have those gifts reflected in their online fundraising totals, participants should sign in to their **Fundraising Dashboard**, select **Donations**, then **Enter donations of cash and checks** and enter the donor information and gift amount.

Keep in mind that entering a cash or check donation online does not mean the Potter League has received the funds. Cash and checks must still be turned in to the Potter League in advance or brought on Walk day with an offline donation form. Providing donor information also allows us to properly record and acknowledge each gift.



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Go the Extra Mile

A great Team Captain helps their team find even more ways to grow their impact.

Ask about employer matching gifts. Encourage team members and donors to check whether their employers will match charitable contributions. A matching gift may double—or even triple—the impact of a donation!

Get your workplace involved. If your team is connected to a business or organization, invite coworkers to join the team, share your fundraiser internally, or ask whether your company would consider supporting your team with a corporate gift.

Create your own fundraiser. Put the fun in fundraising with a game night, bake sale, restaurant fundraiser, casual day at work, raffle, or another creative activity your team will enjoy.

Keep recruiting. Don't stop once your team is up and running! Continue inviting friends, family, coworkers, neighbors, and fellow animal lovers to join your pack right up until Walk day.

Keep Your Pack Motivated

A little encouragement from the Team Captain can go a long way! Stay in touch with your team throughout the campaign, share important Walk updates, and check in on everyone's fundraising progress.

Celebrate the wins along the way. Welcome new team members, give a shoutout when someone reaches their goal, celebrate when the team hits 50%, or challenge everyone to see who can raise \$100 first.

Most importantly, keep your team connected to why you're doing this. Share updates about the impact of their fundraising and remind them that every person they recruit and every dollar they raise helps animals.

Show Them Why It Matters

Help your team and donors understand what their support makes possible.

Funds raised through Heart & Sole help the Potter League provide food, shelter, veterinary care, enrichment, and behavior support for animals in need. They also support programs and services throughout our community, including spay and neuter services, access to veterinary care, wellness clinics, pet food assistance, humane education, behavior resources, and more.

Every team member. Every donor. Every dollar. It all adds up for animals.

Fundraising & Prizes

The more your team raises, the greater the impact—and individual fundraisers can earn prizes along the way.

Adult participants who raise **\$50+** and **Junior participants (17 & under)** who raise **\$25+** will receive the official 2026 Heart & Sole Walk T-shirt. Additional prizes are available for higher fundraising totals, up to \$5,000+.

Fundraising prizes are based on each participant's individual total. For team members, their personal total determines prize eligibility while also contributing to the team's overall fundraising total.

Teams do not earn collective prizes, but the top three fundraising teams will receive special recognition at the Walk.

To qualify for fundraising prizes, donations must be received by **Sunday, October 11, 2026**. Online fundraising will remain open through October 31, 2026.



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The Week of the Walk

You're almost there! Stay in close contact with your team during the final week. Make sure everyone has the latest Walk-day information, encourage one last fundraising push, and check your team's online and offline fundraising progress.

Remind team members to enter any cash or check donations into their Fundraising Dashboard and turn those funds in to the Potter League. Whenever possible, we recommend bringing funds to the shelter before Walk day to help expedite check-in and ensure fundraising totals are up to date for prize redemption.

Any paper registration forms should be turned in to the Potter League by Friday, October 9, 2026.

Walk Day — Sunday, October 11

The big day is here!

Heart & Sole begins at 11:00 AM at Fort Adams State Park, with music, the Flea-less Market, food trucks, games, activities, and more. Team members should check in when they arrive and turn in any remaining cash or check donations. All funds raised by individual team members will be credited toward your team's overall fundraising total.

The Walk kicks off at 12:30 PM, and festivities continue until approximately 2:00 PM.

Gather your crew for a team photo, celebrate everything you've accomplished together, and stick around as we recognize our top three fundraising teams at the Walk.

Fundraising prizes will be available for pickup at the Prize Tent on Walk day. When team members check in and turn in any remaining donations, they'll receive a prize level slip based on their individual fundraising total to bring to the Prize Tent.

Need a Hand?

We're here to help! Visit heartandsolewalk.org for fundraising tips, donation forms, social media tools, Walk information, and more.

Questions? Contact the Heart & Sole team at walkforanimals@potterleague.org or 401-846-0592 ext. 125.

Thank you for leading the pack and putting your heart—and sole!—into helping animals.



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