



Bridging The Gap's 14th Annual  
**earthwalk**  
you. only greener.  
this park / april 11, 2010

# 2010 Team Toolkit



**Bridging The Gap**

Connecting Environment,  
Economy, Community

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### Why Form a Team For The EarthWalk?

- Team building opportunity
- Visibility for your company/organization
- Easy way to support your regional environment
- Celebrate Earth Day at the Brush Creek Green Day Festival
- Fun! Fun! And more fun!



### Have Your Team Walk Sustainably!

You can help us make the EarthWalk sustainable by:

- Registering your team online to help keep use of paper resources to a minimum.
- Encouraging team members to sign up by sending e-mails to them and directing them to [www.earthdaykc.org](http://www.earthdaykc.org).
- Carpooling, bicycling, walking or taking some other form of alternative transportation to the EarthWalk. Create a carpool signup for your team at <http://earthfestwalk.erideshare.com> – enter the password “earthday”
- Having team members bring their own reusable water bottle for during and after the walk (we’ll supply the water). We’re making a conscious choice not to provide bottled water at this year’s walk. Compostable cups will be provided, too.
- Helping us keep the walk route and event grounds clean by picking up any litter and recycling or disposing of it properly.

## What Does the EarthWalk Support?

By walking and/or raising money for the EarthWalk, your team directly supports environmental education and awareness in Kansas City. The EarthWalk benefits Bridging The Gap, your local environmental not-for-profit organization.

Bridging The Gap works to make the Kansas City region sustainable by connecting environment, economy and community.

### Bridging The Gap Affiliates

- **Heartland Tree Alliance** (HTA) works in partnership with citizens, green industry professionals and local governments to engage people of the greater Kansas City area to take action and advocate for a healthy community forest.
- **Kansas City Wildlands** (KCWL) is a coalition of governments, conservation organizations, academic institutions and conservation-minded corporations and citizens established to involve people in restoring and conserving the remnants of the Kansas City region's original landscape.
- **Keep Kansas City Beautiful** (KKCB) engages citizens, businesses and governments in creating a cleaner and more beautiful Kansas City. An affiliate of Keep America Beautiful, KKCB coordinates an annual Litter Index of Kansas City, Missouri; The Great American Cleanup™, green and litter-free event planning, sustainable beautification projects and supports community litter prevention and education efforts.
- **Shadowcliff** is a retreat center in Grand Lake, Colorado, founded 30 years ago. It became an affiliate of Bridging The Gap in 2001 with a separate board of directors and representation from the Bridging The Gap board. Shadowcliff provides a mountain retreat and sanctuary for individuals and organizations to connect with nature, learn principles of sustainability and create a restorative world.

### Bridging The Gap Programs

- **Environmental Excellence Business Network** (EEBN) conducts workshops and educational events to promote sharing among businesses of nonproprietary information, as well as techniques and benefits of environmental improvements and resource efficiency.
- **Community Recycling Centers** are operated by Bridging The Gap at three sites in the greater Kansas City area. These drop-off locations accept more than 17 different items. The centers are professionally



[www.bridgingthegap.org](http://www.bridgingthegap.org)

managed and utilize a volunteer-based staff. These sites also provide resources and activities to recyclers who are interested in taking further environmentally motivated actions.

- Five Green Things is an education program operated by Bridging The Gap to assist citizens and the community in going “green”. Five Green Things suggests a clear set of simple “green” actions that are attainable for anyone while producing significant contributions for a healthier community, including reducing carbon and the use of our natural resources.
- Missouri-Kansas Regional By-Product Synergy is the practice of matching under-valued waste or by-product streams with potential users, helping to create new revenues or savings for the organizations involved while simultaneously addressing social and environmental impacts. Through the BPS process, individual companies are transformed into a cross-industry team focused on turning every gram of material running through their plants into product.
- Rain Barrels are designed to harvest rainwater from your rooftop to use on your lawn, garden and houseplants. The benefits of harvesting rainwater include water conservation, reduction of area flooding and bringing first-rate water to your garden. Bridging The Gap hosts workshops and sells ready-made rain barrels.
- Sustainability Consulting Services helps companies improve business policies and operations, balancing the economic, environmental and human impact of their work and the products they create. Bridging The Gap focuses on sustainability efforts on the triple bottom line: social, environmental and economic. Services include waste reduction and recycling, non-financial reporting, green programs and analysis services.
- Walking School Bus coordinates the efforts of schools, cities, and parent volunteers to create safe walking experiences for kids on their way to and from school. It is currently being developed in Leavenworth, Wyandotte, Johnson and Miami Counties of Kansas. Walking School Buses are a component of the national Safe Routes to School program and are the latest, safe, fun and healthy way for kids to travel to and from school.
- Clean Commute at UMKC is managed by Bridging The Gap and funded by the Missouri Department of Transportation. The program challenges students, staff and faculty to use alternative modes of transportation such as bicycles, walking and mass transit. By setting a regional example, we are reducing carbon and increasing air quality.

## Team Captain Fact Sheet

### EarthWalk Information

Event:	EarthWalk 2010
What:	A 3-mile green fundraising walk along Brush Creek to support Bridging The Gap. Stay after the EarthWalk to celebrate Earth Day at StoneLion Puppet Theatre's Brush Creek Green Day Festival. The Green Day Festival is a free congruous event at Theis Park on April 11 from 8:00 AM to 3:00 PM to celebrate Earth Day through art with planet-friendly exhibitors, children's activities, live entertainment and more.
Date:	Sunday, April 11, 2010
Location:	Theis Park (Located directly south of the Nelson-Atkins Museum of Art)
Time:	8:30 AM Day-of Registration 10:00 AM Walk Start
Beneficiary:	100 percent of the proceeds stay in the Kansas City area and benefit Bridging The Gap.
Team Coordinator:	Leslie Barland: 816-561-1061, ext. 128 or <a href="mailto:leslie@bridgingthegap.org">leslie@bridgingthegap.org</a>
Event Partners:	Kansas City, Missouri Parks and Recreation and StoneLion Puppet Theatre

### **New in 2010! No registration fees!**

There is no cost to participate in the 2010 EarthWalk. Team members can raise pledges/donations for the change to win prizes and gift certificates from local eco-friendly merchants.

Every walker who turns in \$100 or more in collected pledges/donations receives a 2010 EarthWalk T-shirt.

The top team overall wins a Team Party at Boulevard Brewing Company for up to 30 people! (Team prize will be substituted if a youth team wins.)

The top three individuals (Team members are eligible.) will receive \$300, \$200 and \$100 for first, second and third place, respectively, in local prizes and gift certificates.

## Team Checklist and Dates To Remember

### Team Captain Checklist

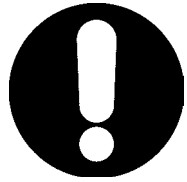
- Register yourself for the EarthWalk first. You will create your team when you register.
- Recruit team members and have them register online or through mail-in registration. (Entries need not be submitted all at once.) Note: You must register online for your team members to be able to join your team online.
- Have team members collect pledges/donations either on their own or through team-coordinated events. Encourage team members to make their own donation.
- Attend Team Captain Packet Pickup on April 9 to turn in any additional registration forms, donations and collect T-shirts for any team member who turns in \$100 or more in pledges/donations.
- Create a team sign, team T-shirts, etc. to make your team visible during the EarthWalk.
- Set a time and place to meet your team in Theis Park on April 11.

See you at the Walk!

Team members can turn in any additional pledges on the day of the Walk.

### Don't Forget These Dates!

- January 2010 ..... Team registration opens
- April 5 ..... Last day to mail paper entries for team members
- April 9 ..... Team Packet Pickup (location and time to be announced)  
Turn in team and team member pledges/donations. Additional pledges can be turned in on the day of the EarthWalk. Pick up any T-shirts for team members who raise \$100 or more in pledges/donations.
- April 11 ..... EarthWalk at Theis Park! All team pledges must be turned in by 10:00 AM to be eligible for team and individual prizes. Prize winners will be announced and awarded in the week following the event.



### Team Captains:

Go to [www.earthdaykc.org](http://www.earthdaykc.org) and click on “Create a New Team” to get started. Register yourself for the EarthWalk and create your team all in one simple step!

## How To Create and Enter Your Team

### Team Captain Steps

- Step 1 Select a team captain, or become one yourself.
- Step 2 Team captain – register your team name and yourself for the EarthWalk:
- Create a New Team online when you register online at [www.firstgiving.com/earthwalkkc](http://www.firstgiving.com/earthwalkkc). Others who register online will be able to join your team and create personal fundraising pages to raise money for your team.
  - Call the EarthWalk Team Coordinator at 816-561-1061, ext. 128
- Or
- E-mail the EarthWalk Team Coordinator at [leslie@bridgingthegap.org](mailto:leslie@bridgingthegap.org) with your team’s name, team captain name and team captain contact information: mailing address, phone and e-mail.
- Step 3 Begin recruiting walkers.
- Encourage team members to join your team online at [www.firstgiving.com/earthwalkkc](http://www.firstgiving.com/earthwalkkc)
  - Distribute EarthWalk brochures for mail-in registrations or use the registration form in this toolkit. Be sure team members write in your team name!
  - Create your own sign-up sheet
- Note: If you create your own sign-up sheet, please be sure to include each walker’s name, address, city, state, zip and phone number. Fax or e-mail your team sign-up sheet to the EarthWalk Team Coordinator at 816-561-1091 or [leslie@bridgingthegap.org](mailto:leslie@bridgingthegap.org).
- Step 4 Distribute pledge forms to walkers as they sign up. Use the pledge form in this toolkit and print as many as you need. E-mail the form to your team members or direct team members to this site.

## Team Member Registration

### Steps for Online Entry:

1. Go to **[www.firstgiving.com/earthwalkkc](http://www.firstgiving.com/earthwalkkc)** (You can also get there from [www.earthdaykc.org](http://www.earthdaykc.org) by clicking on "Register to Walk")
2. Follow the online instructions to register for the EarthWalk.
3. After you register, be sure to collect pledges/donations for the EarthWalk. You can create your own personal fundraising page online and send a link to family and friends when you register or get a pledge form from your team captain.

### Steps for Mail-in Entry:

1. Get your 2010 EarthWalk entry form from your team captain or download one at [www.earthdaykc.org](http://www.earthdaykc.org).
2. Complete and sign entry form.
3. Include Team Name and Team Captain Name.
4. Include any collected pledges/donations. Additional pledges/donations can be turned in at the EarthWalk.

#### 5. Mail form to:

EarthWalk Team Coordinator  
c/o Bridging The Gap  
435 Westport Road, #23  
Kansas City, MO 64111

*Mailed entries must be postmarked by April 5, 2010 for team registration.*

Or

Give your form and collected pledges/donations to your team captain to turn in at the Team Captain Packet Pickup on April 9.

6. Collect pledges for the EarthWalk!





# 2010 EarthWalk

## April 11 at Theis Park

A 3-mile green fundraising walk along Brush Creek to support Bridging The Gap.

Enter the EarthWalk online at [www.earthdaykc.org](http://www.earthdaykc.org).  
 Day-of registration 8:30 to 10:00 AM; Walk starts at 10:00 AM.  
 Raise pledges for the chance to win eco-friendly prizes.

*After the EarthWalk - Brush Creek Green Day Festival 9:00 AM to 3:00 PM*



## earthwalk 2010 participant entry and pledge form

One entry per person for individual and team member entries. Please print. [Enter and collect pledges online at www.earthdaykc.org!](http://www.earthdaykc.org)



Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
 Company (optional) \_\_\_\_\_  
 Circle shirt size: S M L XL XXL YS YM YL (for walkers who collect \$100 or more in pledges)

**Team participation**  
 Are you part of a team?  yes  no (check one)  
 Team Name \_\_\_\_\_  
 Team Captain \_\_\_\_\_

Sponsor's Full Name	Address	City/State/Zip	Phone	E-mail	Amount Received
<b>Total</b>					

Photocopy form for additional entries. Mailed entries must be postmarked by April 5, 2010, or enter online at [www.earthdaykc.org](http://www.earthdaykc.org), or enter at the event. Make checks payable to Bridging The Gap. Mail this form with pledges to: EarthWalk, c/o Bridging The Gap, 435 Westport Road #23, Kansas City, MO 64111.

Waiver: I know that walking is a potentially hazardous activity. I should not enter or walk this event unless I am medically able. I agree to abide by any decision of an event official relative to my ability to safely complete the walk. I assume all risks associated with walking in this event including, but not limited to, falls, contact with other participants, the effects of weather, including high heat and/or humidity, the conditions of the road and traffic on the course, all such risks being known and appreciated by me. Having read this waiver and knowing these facts, and in consideration of your acceptance of my application, I, for myself and anyone entitled to act on my behalf, waive and release the EarthWalk event and Bridging The Gap, and all facilities, municipalities, sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. I agree to and grant permission to all of the foregoing to use photographs, motion picture, recordings or any other record of this event for any legitimate purpose.

\_\_\_\_\_  
 Signature of Participant

\_\_\_\_\_  
 Signature of Parent or Guardian if Under 18 Years of Age

Need more room? Get additional pledge forms at [www.earthdaykc.org](http://www.earthdaykc.org).



## Pledges And Team Awards

### Team Pledge Program

Raising pledges is key to a successful team! While there is no fee to participate in the EarthWalk – we need you and your team members to collect pledges/donations to make the 2010 EarthWalk a success!

Collecting pledges/donations for your team can be easy and make your team and team members eligible to win team awards and individual team member prizes.

Collect pledges online by having team members create their own personal fundraising pages when they register online. Even team members who register through mail-in registration can go online and create a fundraising page!

Use the pledge form in this toolkit to collect offline pledges/donations from family, friends and co-workers.

Awards will be given to the top pledge-raising team in each category:

- Corporate Team
- Community Team
- Youth Team
- Faith-Based Team

#### The Winning Team

The overall winning team receives a Team Party at Boulevard Brewing Company (including a brewery tour) for up to 30 people. The winning team is determined by the average amount pledged per team member.

Team members are also eligible to win individual prizes for top pledge gatherers.

- First Prize:.....\$300 in gifts from local merchants
- Second Prize:.....\$200 in gifts from local merchants
- Third Prize:.....\$100 in gifts from local merchants

All team pledges must be turned in on or before 10:00 AM, April 11, 2010 to be eligible for prizes.







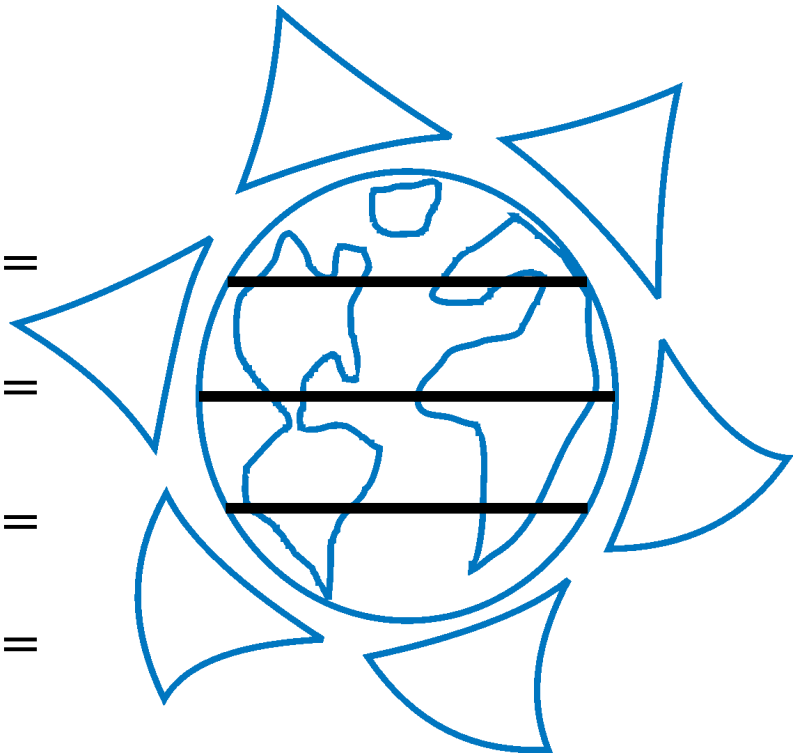
# EarthWalk Pledges

We made it! \_\_\_\_\_ =

Almost there! \_\_\_\_\_ =

1/2 way! \_\_\_\_\_ =

We're on our way! \_\_\_\_\_ =



## Organizing Your Team

### Hints for Building a Successful Team

- Register your team online at [www.firstgiving.com/earthwalkkc](http://www.firstgiving.com/earthwalkkc) and encourage all team members to register online. As Team Captain you can:
  - view your current team roster online..
  - view your team's current pledge totals online..
  - team members can choose to fundraise online if they register online..
- Go to [www.firstgiving.com/earthwalkkc](http://www.firstgiving.com/earthwalkkc) frequently to see how your team is doing compared to other teams. See a constantly updated list of top teams and top individual fundraisers. Keep your team members informed of the team's fundraising total!
- Follow the Team Captain checklist and complete all suggested steps.
- Recruit! Recruit! Recruit!
- Have all team members register for the EarthWalk either online or through mail-in registration by April 5.
- Set a team fundraising goal.
- Organize pledge-raising functions with your team.
- Offer your own incentives to team members for meeting their goal – pizza party, an afternoon off from work, etc.
- Attend the Team Packet Pickup on April 9 (location and time to be announced)
- Have Fun!

### Tips for Recruiting Walkers:

- Have team members involve their family and friends.
- Hang EarthWalk posters or create your own flier to place on your employee bulletin board or community board to let others know you are recruiting team members.
- Include an article in your company or organization's newsletter.
- Have EarthWalk brochures available to give to potential team members.

## Organizing For Walk Day

Come to Team Packet Pickup – May 6 (location and time to be announced)

Come to Team Packet Pickup – April 9 (location and time to be announced)

Turn in any new team member registrations and remaining team pledges/donations.

Collect any T-shirts for members who turn in \$100 or more in pledges.

Set a place/time to meet your team at the Park on Walk Day

Be sure to communicate this with all team members. Setting a meeting location will create less confusion for your team on Walk Day.

Turn in any additional pledges

Have team members turn in any additional pledges they've collected since

Team Packet Pickup and turn them in at the Team Pledge table near the EarthWalk Registration.

Create and bring your team signs – Create and wear your team T-shirts

Show your team's spirit at the EarthWalk 2010!