About the Caregivers Community Network (CCN)

Caregivers Community Network offers unique services for persons with Alzheimer’s disease, frail elders, and their family caregivers living in Rockingham, Augusta, Page, and Shenandoah counties. Using student and community volunteers, CCN provides in-home respite care and companionship, building friendships and life-long bonds along the way.

Caregivers of those with Alzheimer’s disease and frail elderly experience a great amount of stress in day-to-day life. It is important for them to take care of themselves, as well as their loved ones. CCN can help to give caregivers a break and provide valuable time to themselves.

Our mission is to provide support services to family caregivers, preserving an independent lifestyle for both the frail elder and the caregiver.

About Rockin’ the Valley

Rockin’ the Valley is the Caregivers Community Network’s annual signature fundraiser to help raise money to continue local respite care services for those special persons living with Alzheimer’s disease and their caregivers. Since 2001, CCN has touched the lives of 99 families, many of whom cannot afford professional care.

Rockin’ the Valley participants rock, either as individuals or in teams of family and friends, for pledges previously collected from community members. The team or individual who collects the most amount of money will receive a fantastic grand prize, and all persons raising $200 or more earn a Rockin’ the Valley t-shirt. Some of the rocking chairs, provided and sponsored by local organizations and companies, are auctioned off in a silent auction to raise additional funds, while others are donated to caregivers of frail elders.
Team Up to Save CCN!

Teams are the driving force of determination, commitment and energy to make Rockin’ the Valley a success…and fun!

Teams register together for Rockin’ the Valley in the community and raise pledges by asking their friends, family, colleagues, and acquaintances to support their efforts. Caregivers Community Network will work with every team to ensure they have a positive and rewarding Rockin’ the Valley experience while making a difference in the lives of those affected by Alzheimer’s disease and dementia.

The Role of a Team Captain

Team captains are the volunteer leaders who make Rockin’ the Valley most successful by recruiting enthusiastic, committed rockers. The role of a team captain is fun, challenging and rewarding. Thank you for taking on this very important role—we couldn’t do it without you!

Primary Responsibilities of a Team Captain:

- Recruit at least 5 colleagues, friends, and family members to participate on your Rockin’ the Valley team.
- Work directly with CCN to register your team and team members. Registering immediately gives you great connections to Rockin’ the Valley and other team captains. Call Vickie or Carey at 568-6682 to register.
- Work with your team to set fundraising goals and aim high! The Caregivers Community Network encourages each participant to set a goal to raise at least $200.
- Encourage and motivate team members to surpass their fundraising goals by collecting more pledges.
- Help team members accurately collect and turn in all fundraising dollars by the deadlines established by CCN.
- Build team spirit! Consider creating team banners, hats, signs, or any other fun team identifier to motivate your team.
- Have fun and build excitement for your team’s support of the Caregivers Community Network!

Did you know?

Team captains can download sample e-mails and letters for recruitment and pledges on CCN’s website. Go to www.socwork.jmu.edu/Caregivers and click on the Events tab for all Rockin’ the Valley updates, tips, and templates!
Getting Started

Step One: Set Team Goals

Rockin’ the Valley is a pledge-based event, and reaching our fundraising goal depends on participants to raise money from their friends, family and co-workers. Set the bar high!

We encourage teams of at least 5 members, and each team member to raise at least $200. This is an easy goal if team members follow a few of our fundraising tips in Step 3. If you really want to challenge your team, set the fundraising goal even higher.

What is your team’s fundraising goal?
Set your goal for number of participants, and multiply that by your participant goal of $200 each...that is your team’s fundraising goal!

Share the Duty!
It’s ok to have more than one team captain – double the efforts and double your goal!

“You must be the change you want to see in the world.”
--Mahatma Gandhi

Step Two: Recruit Your Team

Recruit your family, friends, co-workers and neighbors to join your team – (team members do not all have to be part of your company/organization). When you find new team members, ask them to invite their family, friends, co-workers and neighbors. You will be surprised how quickly your team grows!

Some tips to build your team:

- Talk about the event and your team to everyone you meet. The more you are excited about Rockin’ the Valley, the more contagious the involvement becomes!
- Ask your supervisor to support you or join your team and help spread the word.
- Send e-mails using the provided e-mail templates to recruit more members.
- Place a sign-up sheet in a visible part of your office/facility.
- Ask Caregivers Community Network to help you hold a team kick-off party. Have your kickoff event during breakfast, lunch, or a coffee break when it is convenient for others.

As you build your team:

- Distribute copies of our sample fundraising letter and e-mail for team members to copy and send. E-mail is a fast, inexpensive and easy way to get the word out and raise money!
- Send weekly e-mail updates or make weekly phone calls with the latest Rockin’ the Valley fundraising ideas and any success stories from your team members.
- Communicate money turn-in deadlines to your team members so they can be eligible for prizes.
Step Three: FUNdraise!

Share your enthusiasm and excitement with your team as you strive together to reach your fundraising goal. Be sure your team members are well prepared to reach their goal (use this kit for ideas and tools) and communicate often.

Ask, ask and ask again. Remember you are asking for the Caregivers Community Network and not for yourself. The moment you limit who you ask, you limit the amount you can raise!

Host a fundraising party and ask attendees to pledge their support.

Create a buddy system. Ask someone who cannot rock to help you collect donations.

Bring your pledge sheet everywhere.

Suggest friendly competition between team members.

Ask one person a day to sponsor you in Rockin’ the Valley.

Give something up – movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Rockin’ the Valley.

Ask your friends to contribute to Rockin’ the Valley instead of purchasing a gift for your birthday, anniversary, or any occasion!

Ten Days, Ten Ways
How to raise at least $200 in just a few days!

1. Make a personal donation!

2. Send a personal letter to everyone in your address book telling them why you are participating in Rockin’ the Valley, what your goal is, and how they can help you reach it. (Include a return envelope to make their donation even easier to make!)

3. Ask the Caregivers Community Network for CCN stick pins (a fashionable way to take a stand for CCN). Sell them for $1 each to your co-workers. Wear them in your workspace so others ask about it.

4. Send an e-mail to everyone you know through your online participant headquarters. Ask them to sponsor you online for $20.

5. Ask 3 neighbors to sponsor you for $10.

6. Hold a bake sale or car wash at your school, office, or other club gathering.

7. Ask your dentist, dry cleaner, and hairdresser to sponsor you for $10 each.

8. Send a letter to your business acquaintances and vendors. Tell them why you are participating in Rockin’ the Valley, and how they can support you with a simple donation.

9. Put an article in your local town or business newsletter, or send a letter to the editor with information on how someone can sponsor you.

10. Don’t forget matching gifts! Ask everyone who sponsors you if his/her company has a matching gifts program. Matching gifts can double your money!
Step Four: Rock, Follow Up & Celebrate

Rock, enjoy and reward your team members. Remember that you and your team are actively making a difference for caregivers and elders with Alzheimer’s disease.

For the Event:

Be sure your team knows when and where to be the day of Rockin’ the Valley, and where your team is gathering.

Collect and turn in team pledges when you sign in your team at the event.

Take a team photo before rocking. Smile! 😊

Celebrate the experience with your team as you rocking - you are all making a difference!

After Rockin’ the Valley:

Keep collecting pledges and fundraising money turn-in deadline. Help your team collect and turn in outstanding pledges to the Caregivers Community Network.

Submit a team photo to Caregivers Community Network (landesvl@jmu.edu) or share the photo with your family team members to highlight and enjoy your success.

Send a personal thank you note to every team member.

Plan a post-rocking event – picnic, party, breakfast – to share results, thank everyone, and encourage future participation.

Team Captain Checklist

1 month before

- Register as a team captain or submit forms
- Name your team
- Set your fundraising goal
- Build a team and personal web page online – start e-mailing!
- Begin recruiting team members via e-mail, phone calls and letters
- Hold a team kickoff party – have everyone bring a friend
- Continue recruiting team members
- Let your team know money turn-in deadlines for prize eligibility
- E-mail your team with important Rockin’ the Valley updates and information
- Collect donations
- Host a team fundraiser – cook-off, garage sale, etc.
- E-mail your team with weekly incentives and updates
- Be sure your team members are registered

1 week before

- Be sure you have all of the rocking details from CCN.
- Let your team know what time and where to meet at Rockin’ the Valley.

Rockin’ the Valley Day

- Go to the registration table between 9:30 and 9:45 a.m. Meet your team members at 10 a.m.
- Turn in additional pledges.
- Take a team picture.
- Enjoy the day and celebrate the difference you are making with your team.
- Collect team pledges and turn them in to CCN.

After Rocking

- Collect and turn in additional pledges.
- Congratulate and thank team members for their hard work.
- Host a thank you wrap up party and recognize top team members.