

Walk STRONG to CURE JM[®]

TEAM LEADER GUIDEBOOK



Thank you for being a Team Leader!

As you probably already know, Walk Strong to Cure JM is Cure JM Foundation's signature fundraising event. Our regional and national walks have raised over \$5 million for juvenile myositis research and programs, and we intend to add significantly to that number in 2026.

As a team leader, you'll play a major role in making our 2026 Walk Strong program a success. This guide book was designed to help you get started.

Cure in Progress. Small Steps. Big Impact.

Step 1: Create your Team

When you create your Walk Strong team, you take the first step toward progress. You're building a community of hope and determination that will make a real difference for kids and families affected by JM.

- Visit the Walk Strong registration page.
- Create your team.
- Pick a name that tells your story.
- Invite your first teammate — a friend, family member, or coworker.
- You've just taken the first small step in our Cure in Progress — and that step has big impact



Team Name Ideas

Need help coming up with a team name? Try using our Team Name Generator (<https://typli.ai/team-name-generator>). Contact your Walk Manager for help brainstorming! Here are a few examples to spark your creativity:

- Team Sunshine
- The Cure Crew

- Cure Era
- Stronger Together

- Team JM Warriors
- The Crush JM Crew

STEP 2: Build Your Team

- Now that you've taken the first step by creating your team, it's time to build your crew of changemakers!
- Every person you invite brings new energy, new stories, and new strength to the mission to Cure JM. Whether it's family, friends, coworkers, classmates, or neighbors — everyone has a place on your team and a reason to walk.
- This is your moment to bring people together around something that truly matters. Your team doesn't have to be huge to make an impact — every single member adds momentum to the cure in progress.



How to Build Your Team

- Invite personally. A quick text, email, or social media post works great — people love joining something meaningful when it's personal.
- Share your “why.” Tell others why you walk — for your child, a friend, or all JM families. Stories inspire action.
- Make it fun. Choose team colors, plan a pre-walk meetup, or set a friendly challenge (like “first to raise \$100”).
- Keep it visible. Share your team page link often — every share can spark another small step toward a big impact.

STEP 3: Fundraise with Heart

- Start with your “why.” Share your story — a child, friend, or family in the JM community.
- Lead by example. Make the first donation to your team page to inspire others.
- Use your tools. Share your link via social media, texts, and email.
- Make it visual. Post photos or updates about your team’s progress.
- Say thank you. Gratitude keeps supporters engaged and motivated.



Final Tips:

- Share your team, share your story—every step counts in the fight to #CureJM
Follow us and join the movement: @walkstrongtocurejm | @curejm.
Cure in progress: small steps. big impact.
- Reach out to Nicole Ryba at Nicole.Ryba@curejm.org or (732) 600-7339 with any additional questions!

Thank you for your commitment to Cure JM! We can't wait to see all the amazing teams come together to make a difference. Let's walk for a cure!

