

AFSP TEAM CAPTAIN HOT SHEET

WHY WE WALK

Suicide prevention doesn't receive anywhere near the funding as other leading causes of death. It's up to Walkers like us to make a difference. Together we can change the conversation. Our walks fundraise for AFSP's four core strategies for creating a more informed culture around mental health and suicide: advocacy, research, education, supporting those who have been affected by suicide.

CREATING A COHESIVE TEAM

Gathering a group of people is easy. Fostering teamwork is something different. Below are ideas for how to help your group grow into a team.

- Host a team kickoff to get to know one another
- Hold regular team meetings and do ice breakers at the beginning of meetings
- Personalize your fundraising page so others know your story
- Connect with teammates on an individual basis at least two times a month just to check-in
- Have fun! Be your authentic self

SOME FUNDRAISING IDEAS

Everyone has their own style. Do what feels natural to you and stretches you a little so that you are free to be yourself in this process.

- Have a garage / yard sale
- Implement a curse jar at home
- Have a game night at home and charge a small cover fee
- Challenge teammates to raise \$250 each by asking them to ask 10 people for a \$25 donation
- Look for a company to sponsor you - t-shirts with their logo could be sold
- Talk with family / friends who may be able to donate

TEAM CAPTAIN TIPS

- Pay attention to the Portland Walk website for updates
- Aim to recruit a minimum of 5 people to your team - friends, family, co-workers, church goers, etc.
- Have a friendly competition for who can raise the most. Winner receives a small prize like a \$10 coffee gift card.
- Visit afsp.donordrive.com/TeamCaptainCentral for helpful resources
- Know your stats visit <https://afsp.org/chapter/afsp-oregon/>