



Squad Leader Checklist

DELIVERED BY [CSX]

Get started (3–5 months before Carry Forward)

- ✓ Register yourself as a Squad Leader!
- ❑ Give your squad a meaningful, inspiring, fun name.
- ❑ Set your squad fundraising goal on your squad page.
- ❑ Kick-start your fundraising and show your squad you're all in by being the first to donate to your page.
- ❑ **Create a Facebook Fundraiser!** Log into your dashboard and select "Create a Facebook Fundraiser." *Please note: you must create the FB Fundraiser from your dashboard dashboard for it to sync with your page.*
- ❑ **Customize your squad page!** Edit the "our story" section of your page with your event details, photos, and a blurb on why you have chosen to take part in Carry Forward.
- ❑ **Start planning your event logistics!** Explore places to complete your 5K in your community
- ❑ **Start recruiting.** Create a Facebook event page for your virtual run and use this as a recruitment tool!
- ❑ In your Facebook event description, link back to your squad page for registration. This is a great place to post event updates and registration reminders.
- ❑ Invite everyone you know to join your squad or support your squad with a donation. Ask in person or via email, text, and social media, especially on Facebook and LinkedIn.
- ❑ Get your customizable poster and flyer [here](#). Use them to post on social or email to your friends and family!
- ❑ Inviting your coworkers to join you? Post in your company newsletter or site to recruit squad members.
- ❑ Email your squad weekly with fundraising updates. Highlight new squad members with an enthusiastic welcome.
- ❑ Post on social media to remind your friends that the time to donate is NOW. Check out our Carry Forward Facebook banners, GIFs, and other resources [here](#).
- ❑ Enhance your Facebook profile picture with our Carry Forward frame!
 - o Go to facebook.com/profilepicframes.
 - o Select a frame from the menu or search for WWP Carry Forward Launch Frame.

Keep up your momentum (2 months before Carry Forward)

- Send out fundraising emails to ask for donations and remind your squad to send out emails too!
- Organize a fundraising event or challenge. (Check out our [A to Z fundraising idea guide](#) [here](#) for ideas.)

LAST CALL!

In order for your participants to receive their kit in time for your event, we ask that you set a goal to have everyone registered three weeks prior to your event.

1 month before the event

- Coach all squad members to send fundraising emails in order to reach your squad's goal!
- Remind squad members to fundraise by connecting their personal pages to Facebook.**

Carry Forward event day

- Mail WWP any donations collected. Make sure to include this [offline donation form](#) so the donations are tracked on your fundraising page.
- Take photos and share them with us! Don't forget to use #wwpcarryforward.
- You did it! Bask in a beaming sense of accomplishment.**
- Thank each of your squad members personally, via text, call, or email.

Immediately after Carry Forward

- Send thank-you notes/emails to all your donors, along with your squad photos from the event. (Did we mention we want a copy of your squad photos too? We do.)
- Post a thank-you on your Facebook event/fundraiser page.
- Send follow-up emails to those who didn't donate to you. Let them know how much impact they can still have and give them one more chance to donate.
- Host a squad wrap party to thank your squad members and celebrate the success on the incredible impact you've had on warriors and their families.

REMEMBER YOU HAVE UNTIL DEC. 15 TO FUNDRAISE!