

# Team Captain Toolkit



**Sunday, September 15, 2019**  
Johnson Park | Piscataway, NJ



[childrens-specialized.org/walk](http://childrens-specialized.org/walk)



# Organizing Your Team



1

## Register Online - It's Easy!

Take the first step! Register your team online at [www.childrens-specialized.org/walk](http://www.childrens-specialized.org/walk)

2

## Set-up Your Team's Fundraising Page

Once registered, now's your chance to personalize your team fundraising page & share it with friends, family, colleagues and over social media. Whatever your connection to the walk, your team's story has the power to motivate people to support you. Tell it through photos, video and by sharing your team's fundraising progress!

3

## Recruit Friends, Family & Co-Workers

The excitement is contagious! Through your team page, send emails to family, friends and co-workers asking them to join your team or donate online. As members join, encourage them to set a personal goal of \$100 (or more!) and personalize their individual fundraising pages.

4

## Lead by Example

Giving online is quick, easy and secure. Show your team members that you're committed to the cause by making a personal donation. Your team will be awarded online badges as you hit your fundraising milestones. Here's an easy one to achieve - Encourage team members to reach send out 10 emails to friends, family and co-workers!

5

## We've Got Spirit, Yes We Do!

Plan your own Kick-Off event in-person (or online) to answer team questions & brainstorm ways to raise additional funds together. Feeling stylish? Create a team tee-shirt & show your spirit on event day.

# THINK OUTSIDE THE

## BOX ...Knowing Your Networks Worksheet

Write down your ideas on who to contact and how to reach them including their contact information.

### PERSONAL

- Family**
- Who did you see at your last family reunion or holiday party?

- Friends**
- Include friends from other periods of your life (grade school, high school, college, graduate school...)
  - Groups or clubs (book clubs, poker night, intramural sports groups)

- Distant Contacts**
- Review wedding or shower guest lists
  - Your holiday card list
  - Sorority/fraternity sisters/brothers
  - Anyone who you recently supported in a charity event of their own

- Community**
- Volunteer activities/organizations
  - School PTA or sports teams
  - Civic or religious organizations
  - Connections on social media

- Your Daily Grind**
- What businesses do you frequent daily or on the weekend?

- Co-Workers**
- Ask outside your department or direct contacts
  - Former co-workers from previous jobs or positions

- Business Contacts**
- Business partners, vendors, clients

- Professional Associations**

### PROFESSIONAL

# Team Captain Checklist



## Recruitment Checklist

- I have set my team recruitment goal. If I am a returning team captain, my goal is at least 20% higher than my previous year's team size. If I am a new team, aim to recruit at least 6 members.
- I have selected my co-captain(s) and a team to assist me in organizing and motivating my team.
- If I have a corporate team, I have secured support from my company's top executives.
- I have set a date for our recruitment event & asked the Children's Specialized's Walk n' Roll team to present to our group or organization.
- I have publicized my team through posters, newsletters, social media and word of mouth.
- I have personalized my email signature to let others know I am walking and recruiting team members.
- I have made a list of possible team members and personally asked each individual to join my team.
- I have encouraged every team member to recruit at least one new team member to join our team.
- I have read through the Walk n' Roll Participant Guide for fundraising tips and resources.

## Fundraising Checklist

- Together with my team, we've set our fundraising goal and feel it's achievable.
- I have customized my personal and team webpage with a picture and short story of #WhyWeWalknRoll.
- I have familiarized myself with the fundraising resources available online in the Participant Center.
- I have asked my company or organization to make a donation to our team.
- I have asked my team members and donors if their companies have a matching gift program and if so, encouraged them to request matching funds.
- I have planned at least one fundraising event with team (e.g. bake sale, car wash, etc.).
- I have asked each team member to kick-start their fundraising by making a self donation.
- I have asked each team member to update their personal fundraising page and send 10 emails to potential friends, family and co-workers.