



Walk With Me



5K OR FAMILY FUN WALK • APRIL 25, 2020 • HOUSTON ZOO

Company & Organization Recruitment Ideas

1. **Secure executive management support.** Ask your company or organization president to send an email to all of your employees or members asking them to register.
2. **Set a goal to meet five new people** in your company or organization and **recruit them to join your Walk With Me team.**
3. **Investigate your company's volunteer programs** and make sure Walk With Me Houston is on the calendar. If your company doesn't have a volunteer calendar, present management with the idea of starting one.
4. **Setup an information table** in your office lobby, breakroom or high traffic area, and recruit walkers every day for a week. Easter Seals can help with this. If interested, [contact Madison Shofner](#).
5. **Make announcements in weekly newsletters or e-mails.** Include the names of all team members and their fundraising totals and encourage co-workers to sponsor someone they know on the list or join your team. [Check out Easter Seals' email templates](#).
6. **Include a Walk With Me insert in company mail outs** to your employees and clients, or drop in your co-workers' mailboxes. [Download insert](#) or [team cards](#) and personalize with your team information, or [contact Madison Shofner](#) for pre-printed materials.
7. **Hang Walk With Me posters** and announcements about your company or organization's participation around your office.
8. **Ask your company to sponsor each employee for \$50** as an incentive to participate in Walk With Me.
9. **Encourage friendly competition between departments.**
10. **Ask your vendors to join your walk team and make a donation.**
11. **Write a personal appeal letter** to friends and family telling them why you are walking. [Use these simple steps](#) to ask them to join you by registering and raising money for Easter Seals.
12. **Assign co-captains** for every floor or department in your office and **set a goal to recruit a set number of walkers and/or raise a certain amount** each week, bi-weekly or monthly.
13. **Make a Walk With Me team shirt** and offer it as an incentive for those who register and raise a pre-determined amount of money.
14. **Throw a party!** Ask guests to register for your Walk With Me team.
15. **Give each person that registers a piece of company memorabilia**, last year's Team t-shirt, company hat, etc.
16. **Host a Walk With Me "Dress-Down" Day.** Everyone who registers for the walk or makes a donation to your team gets to dress casual for a day!
17. **Hold a recruiting contest.** The co-captain to register the highest number of walkers for your Walk team gets a free vacation day.

For more recruitment ideas, collateral or questions, contact:

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