



Welcome Team Captains!

Team Captains:

As a Team Captain, your main responsibility is to motivate and encourage others to join your team. There are no limitations regarding who can join your team, so be sure to invite friends, family, neighbors, co-workers....anyone who cares about our community. Once your team is in place, you will then act as the key liaison between your team members and the event organizers.

Step 1: Register

Register online and create your team by visiting www.EmersonHospital.org/5k
For questions about registration or team creation, contact runwalk@emersonhosp.org

Step 2: Set Goals and Fundraise

During the registration process, you will be asked to set an optional team goal. While we have not set a fundraising goal for you, we encourage Team Captains to set a dollar goal for your team. Share your enthusiasm and excitement with your team as you work together to reach your fundraising goal.

Step 3: Recruit Team Members

Once you have registered, use your Personal Headquarters to recruit team members. One important thing to remember, whether you are recruiting team members or fundraising, is to JUST ASK! Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, encourage them to invite their own family, friends, co-workers and neighbors. There is no limit as to how many people can join your team, and you will be surprised at how quickly your team can grow!

Here are a few easy recruiting ideas to get your team building efforts off the ground:

- **Make a List of possible team members** – Invite anyone and everyone to join your team. Once they have signed up, ask them to invite others to join as well. There is no limit to the size of your team and you can keep growing your members right up until the event day!
- **Spread the Word** – Talk about the event and your team to everyone you meet. Even if there is no personal connection, your passion for Emerson's cancer patients will be contagious!
- **Advertise** – Use corporate or neighborhood newsletters, event posters, brochures, e-mail and break-room bulletin boards to advertise your team recruitment efforts. Be creative! Make sure to always include your team name, captain's name, contact information and the website, where people can register in anything you send out.
- **Kickoff Party** – Host a party or family gathering to sign up team members! This is a great way to share information about the event and your reasons for participating. (Do you know someone who has been treated at Emerson's cancer center? Do you have another personal connection to the cause?) With everyone in one room it will be easier to ramp up the excitement and get people registered right then and there.
- **Enjoy!** - Remember, your most powerful resource when recruiting team members is your enthusiasm for supporting cancer patients during their treatment journey and the Emerson Hospital 5K Run~Walk for Cancer event itself. If you are excited to get started then others will be ready and eager to join you!



TIPS to help build your team...

- **Encourage your team members to register online** using the link provided to them in their recruitment email that you will send out from your **personal fundraising hub** on your team page. Remember as a Team Captain you can also register team members through your **fundraising hub** or by contacting the Run~Walk event coordinator at (978)287-8765.
- **Distribute copies of the Sample Fundraising Letter and Email** to team members and encourage them to send it out to their family and friends. Copies of the samples can be found in this packet and in our team member's online participation center. Email is a fast, inexpensive and an easy way to get the word out and raise dollars!
- **Motivate and inspire your team** by sending weekly email updates or making weekly phone calls with the latest event information, fundraising ideas or team success stories.
- **Challenge another team** to see who can recruit the most members or raise the most money. Friendly competition is always a fun way to help keep your team motivated!

TIPS for Effective Fundraising

- Use the **online fundraising tools** found in "My Headquarters". These tools are especially helpful for those individuals who don't feel comfortable asking directly for donations.
- **Create a buddy system.** Ask someone who cannot participate on event day to help collect donations. These individuals also have the option of registering as virtual walkers and conducting their own fundraising campaigns.
- **Ask one person per day to donate** to your team. Your friends, family, coworkers, neighbors and other acquaintances are all potential supporters. No gift is too small!
- **Find out if your corporation has a matching gift program.** Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check with their companies policies as well.
- **Hold a fundraising event to benefit your team.** The sky is the limit when it comes to creativity and can include events such as: garage sales, dog washes, car washes or bake sales.