



# Team Captain Guide

The complete guide to creating and mentoring your Making Strides fundraising team





## What is a team captain?

The team captain provides leadership to their group of friends, family members or co-workers who want to make a difference in the fight against cancer.

## Use our online tools:

You have registered as a team captain. Each member of your team is given a Personal Fundraising Page, where they can ask friends and family for support. As the team captain, you will have a Personal Fundraising Page and manage a Team Fundraising Page. You will want to personalize your fundraising page with your personal story and photos, and encourage your team members to do the same.

**Making Strides of**  
Event Name

 <p><b>Date</b></p> <p>08:30 AM Event Opens 10:00 AM Route Opens 11:30 AM Event Concludes <a href="#">MORE DETAILS</a> ▶</p>	 <p><b>Location</b></p> <p>Address</p> <p><a href="#">MAP IT</a> ▶</p>	 <p><b>FOLLOW EVENT</b></p> <p> Aubrey Zoli <a href="mailto:aubrey.zoli@cancer.org">aubrey.zoli@cancer.org</a> <a href="tel:206.895.1193">206.895.1193</a></p>
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DONATE

SIGN UP

LEAD A TEAM

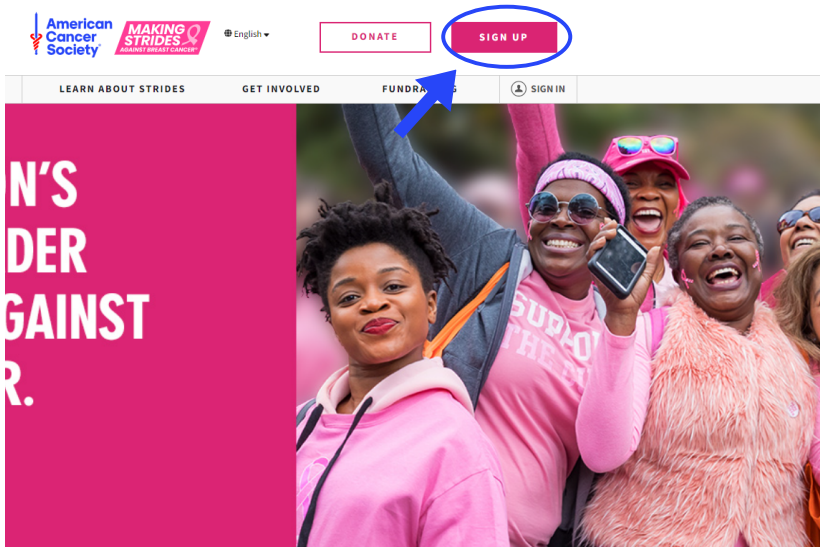
*Event Home Page*



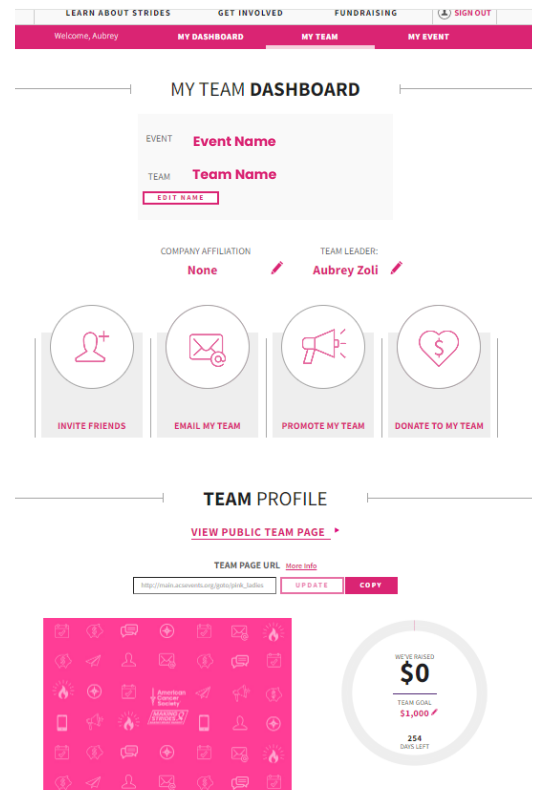
MakingStridesWalk.org | 1.800.227.2345

# Set up your team page

Before you begin recruiting family, friends, and colleagues to join you, make it easy for them to participate. You can begin by clicking the “Sign Up” button. If you’ve participated in an American Cancer Society event in the past, you will be able to enter your log in information. If you do not have a login, you will be asked to create one. Once you complete the brief registration questions, you can get started by setting up a Team Fundraising Page on our Making Strides website. When you create a Team Fundraising Page, register yourself as the Team Captain, set a fundraising goal for yourself and the team, and invite members to join. Customize your team page with a picture of the team or the person you are honoring, and the story of why you’ve come together to fight cancer. From your fundraising dashboard, you will be able to send out fundraising, reminder, and thank you emails and so much more!



Making Strides Home Page—Sign Up



Making Strides Team Fundraising Dashboard

## Lead by example

Once you have set up your Team Fundraising Page, we encourage you to make the first donation to your personal page. Leading by example shows others that you are committed to the cause, and committed to the team.

## How big should my team be?

The average team size is 10 people, but we have teams as small as two and as large as 100 people! Ask each person to raise a suggested amount of \$100 and you will reach your goal of \$1,000.



## Who do I ask to join my team?

Anyone you know! Friends and family are easy to recruit, but also remember support group friends, neighbors, or your doctor.

**We call this your Sphere of Influence.**

If you are forming a team as part of a sponsorship package or on behalf of a company, ask other departments if they want to form teams. You can group your teams under a “Company” and challenge each other to see who can recruit the most participants or raise the most funds.

## I've recruited team members – now what?

Time to raise money! As a team captain, set a goal of recruiting 10 people each to raise \$100. With our Fundraising Resources, you will find tips, tricks, and fundraiser ideas to help you reach your goals! Our statistics show that the earlier you register, the more money you will raise. Start your recruitment and fundraising today!

### Your Sphere of Influence





# Team Captain Timeline

**This timeline is designed to help you recruit and fundraise successfully. It's never too late to begin!**

## 3-5 MONTHS OUT

- Create and review your online Team Fundraising Page and share important information with your team members. Add photos and your personal story.
- Make the first contribution to your own fundraising page to show your commitment!
- Set personal and team fundraising goals. We recommend a team goal of \$1,000 -- try to recruit 10 people to each raise \$100. Don't forget to make an additional donation yourself. Donors will be motivated to make a donation by seeing our own financial dedication to the cause.
- Remind your team members to register online.
- Recruit team members via email, phone social media, and letters.
- Explore your company's matching gift policy. This can be a good way to double or triple your fundraising efforts.

## 8-12 WEEKS OUT

- Host a team fundraiser event -- whether it's a virtual event, or a BBQ with your friends, you can use our Fundraising Guide to help you brainstorm a fundraiser that is right for your team!
- Use social media such as Facebook and Twitter to communicate frequently with your team.

## 2-4 WEEKS OUT

- Send weekly emails to motivate your team member to continue to fundraise.
- Follow up with donors to ensure their donations. Studies show it can take up to 3-4 requests before someone will actually donate.

## 1 WEEK OUT

- Confirm event day details with your team.
- Remind all team members to send thank you's to their donors and helpers.

## POST EVENT

- Remind people that donations are accepted online after the event!
- Have a wrap-up session and discuss the event and brainstorm for next year.