



# The A-Z of Team Recruitment

Individually, each of us is a force to be reckoned with. But united, we can do so much more. That's why we need you to build a team and fundraise with us. We have lots of ideas to help you grow your team. So be creative, have fun, and build an amazing team for your event.

## **A – Ask**

The most common reason people don't get involved in a Making Strides walk? They weren't asked! You might be surprised how quickly people agree to help fight breast cancer when you simply ask.

## **B – Build Relationships**

Stay in touch with your team members. Send texts, emails, cards for birthdays, etc. Year-round engagement helps keep your team members connected and committed.

## **C – Create Opportunities**

Create reasons to connect with team members. Keep it simple – even an occasional text or call will help keep the momentum going.

## **D – Driving Distance**

Hold team get-togethers at a location that's convenient to everyone. Make it easy!

## **E – Empower Team Members**

Brainstorm with your team on ways to recruit new members. United, you'll come up with genius ideas.

## **F – Follow Up**

Once you've contacted a potential team member, keep in touch. Create an ongoing list of contacts and be sure to close the loop on any initial conversations.

## **G – Get Excited**

When you're invested in something, it shows. Your commitment of time and energy will motivate others.

## **H – Hold On**

Keep an eye out for individuals who go all out for causes they're passionate about. Grab hold of these people and ask them to join your team.

## **I – Incentives, Incentives, Incentives**

Give your members a reason to recruit others by offering a small incentive. Prizes can be simple and fun, such as an offer to cook and deliver breakfast or dinner to their home.

## **J – Just Ask**

Call, email, and hit up your friends and coworkers on social media. Ask everyone to join your team.

[MakingStridesWalk.org](http://MakingStridesWalk.org) | 1.800.227.2345

## **K – Keep Asking**

Just asking is always the best way to recruit a team member. Send a note or drop off info about the event. Sell the team concept to everyone you know!

## **L – Learn**

Find out what is holding the person back from saying yes. Then provide examples of ways they can help with little effort.

## **M – Motivate**

Share your story of why you're involved, and how their fundraising can help save lives.

## **N – Never Be Afraid**

Team members are often grateful for the opportunity to get involved a Making Strides walk, and they'll thank you for the experience.

## **O – Offer Support**

Make sure everyone feels appreciated and knows they can reach out to you when they need support or guidance.

## **P – Paint The Town Pink**

Hang our Making Strides posters and walk papers throughout your community. Never miss an opportunity to think pink.

## **Q – Quit Saying It Won't Work**

Never allow this statement at a team meeting.

## **R – Recruit**

Wherever you go, be on the lookout for potential team members. Recruit wherever you are!

## **S – Secure Student Involvement**

Students add energy and enthusiasm to your event – along with the potential for increased fundraising – if you teach them how. Reach out to youth groups, schools, and clubs to recruit even more teams.

## **T – Teach**

Recruit one, teach one. Once they're on the team, teach them how to recruit others.

## **U – Use Publicity**

Find ways to publicize information about forming a Making Strides team. Include team recruitment information in meeting notices, fundraising activities, and event press releases.

## **V – Vary Meeting Times**

Hold team meetings on different times and days of the week to give members plenty of opportunities to participate.

## **W – Write Often**

Email, text, and post about your Making Strides walk to large groups, hospitals, clubs, companies, and places of worship.

## **X – 'Xamine Your 'Tude**

Stay positive. Your optimism will inspire others to join your team.

## **Y – Yell**

Yell "Thank you!" to anyone who joins your team. Recognition goes a long way, and keeping members energized will help save even more lives from breast cancer.

## **Z – Zero In**

Don't forget about clubs and organizations that might not be mainstream. Quilters, crafters, farm market councils, etc., are already attending fairs and fundraisers to help promote and share their interests. Ask them to promote Making Strides events as well.

