



Making Strides 2024 Team Leader Guide

Flushing Meadows Corona Park
Fountain of Planets
Sunday, October 20, 2024
makingstrideswalk.org/Queens



Why Create a Team

Nearly everyone, including many of your friends and co-workers, have likely been impacted by cancer in some way. Forming a team is a great way to join together to raise funds and awareness for all cancers and to rally around friends and co-workers that may have been diagnosed, are caregivers, or have lost someone that they love.



Benefits include:

- **Team Building:** A Making Strides team is a fun way to create camaraderie within your network!
- **Networking:** Promoting a Making Strides team encourages co-workers to meet peers from other departments and come together.
- **Leadership Skills:** Friends & Co-workers can volunteer to take the lead and act as Team Captains.
- **Health & Wellness:** Promotes a healthy lifestyle by encouraging co-workers to get out and walk on event day (and before!).
- **Philanthropy:** Making Strides is a great way to give back to your local community and support friends and co-workers who may be facing or affected by breast cancer.

Team Leader 101

The Making Strides Against Breast Cancer movement can make a huge impact thanks to our collective fundraising power. The biggest way you can help is by becoming a team leader. But what exactly does that mean? Aside from being your squad's biggest cheerleader, being a team leader means you're responsible for recruiting teammates, setting fundraising goals, and organizing fundraising activities. But where to start?



Find the [Making Strides](#) closest to you and sign up to become a team leader. Give your team a fun and empowering name! click [HERE](#) for QUEENS STRIDES or go to: makingstrideswalk.org/Queens



Invite your friends, family, and coworkers to join in. Send emails, post on social media, shout from the rooftops - whatever it takes to build your team. And remember the bigger your team, the more fundraising you can do, and the bigger impact you can have on breast cancer.



Make a plan with your team. Set your group and individual fundraising goals and strategize fun ways to reach them.



All you have to do is ask. Seriously. Send emails, spread the word via social media, and start a Facebook Fundraiser. Plan a virtual group fundraiser like an online trivia night. And don't forget to use the FUNdraising app!



Celebrate all your hard work while remembering the powerful impact your team is having on the fight against breast cancer.

Tips:

Set-up Your Team & Individual Fundraising Pages

SET UP YOUR TEAM PAGE Once a team captain has been selected, they will need to set up their Team Fundraising Page on the Making Strides website. Begin by clicking the “Sign Up” button. If you have participated before in an American Cancer Society event, you will enter your log in information. If you do not have a log in, you will be asked to create one. Once you complete the brief registration questions, you can get started by setting up your team page. You will set up a fundraising goal for yourself, for the team, then customize your team page to include a description of your company, why you are participating in Making Strides and a photo. From your team dashboard, you can send out fundraising emails as well as invite co-workers, family and friends to join you.

Making Strides of Queens

SUNDAY, OCTOBER 20, 2024
08:00 AM - 12:00 PM
[MORE DETAILS](#)

FLUSHING MEADOWS CORONA PARK
Exact location: TBD
Corona, NY
[MAP IT](#)

FOLLOW EVENT
Michele Steigerwald
michele.steigerwald@cancer.org
[800.227.2345](tel:800.227.2345)

[DONATE](#) [SIGN UP](#) [LEAD A TEAM](#)

ABOVE: Making Strides Home Page – Sign Up

BELOW: Making Strides Team Fundraising Dashboard

Welcome, Carly

[MY DASHBOARD](#) [MY TEAM](#) [MY EVENT](#)

MY TEAM DASHBOARD

EVENT **Lake County**

TEAM **ACS Team**
[EDIT NAME](#)

COMPANY AFFILIATION **No Company Affiliation**

TEAM LEADER: **Carly Schmiedeskamp**

[INVITE FRIENDS](#) [EMAIL MY TEAM](#) [PROMOTE MY TEAM](#) [DONATE TO MY TEAM](#)

TEAM PROFILE

[VIEW PUBLIC TEAM PAGE](#)

TEAM PAGE URL [More Info](#)
<http://main.acsevents.org/goto/> [UPDATE](#) [COPY](#)

WE'VE RAISED \$37
TEAM GOAL **\$1,000**
59 DAYS LEFT

If you prefer to register by phone, please contact the American cancer Society at (800) 227-2345. If you have specific questions about the event, contact Michele at: michele.steigerwald@cancer.org.

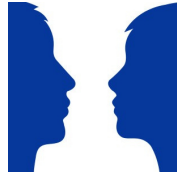
The ask

While reaching out to co-workers, friends, family and others in your network, remember: **The number one reason people don't donate, is because they were never asked to.** If you receive a "no," ask again. It can take up to 4 requests to get someone to take action. Don't be afraid to send reminders!



EMAIL

You can create your own or use the templates provided on your team page.



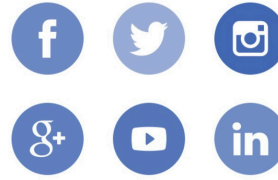
FACE-TO-FACE

Asking in person shows how committed you are to your cause. Practice what you will say in advance to feel more confident.



PHONE

Your friends will appreciate the personal touch!



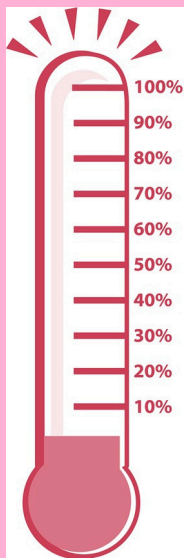
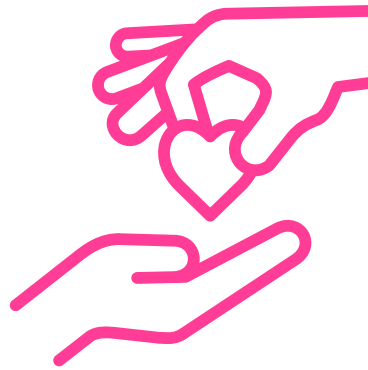
SOCIAL MEDIA

Post on any of your social media sites. Don't forget to include a link to your personal fundraising page!



PERSONAL LETTER

Include your personal story and reasons for participating. Don't forget to include a link to donate or an address to mail a check to.



How to raise \$1,000 in 6 days!

- Day 1** Kick off your campaign by making the first gift. It's an important way to show others that you are serious about raising funds to fight cancer.
- Day 2** Ask 4 family members to donate \$50 each.
- Day 3** Ask 10 co-workers to donate \$30 each. Don't forget to remind them of your company's matching gift policy (if any). Check with your HR department for more information.
- Day 4** Ask 12 friends (or more family members!) to donate \$25 each.
- Day 5** Set up a day-long social media fundraiser with a goal of \$100. Ask 5 of your followers to donate \$20 each. If they are unable to donate, ask them to share your post!
- Day 6** Ask your boss for a \$100 company contribution.



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.

FUNDRAISING IDEAS

50/50 Raffle | Have people purchase raffle tickets. 50% of proceeds go to the winner and 50% go to your fundraising goal.

Athletic Tournament | Host a family/friends or company basketball or softball game. Charge attendees a fee to watch the game and donate the proceeds to your Making Strides team.

Bake Sale | Ask local bakeries for in-kind donations or see if family and friends will bake and donate their goods to you to sell at the office, school, or apartment lobby/courtyard.

Brown Bag Lunch Week | Ask co-workers to brown bag their lunches for a week and donate the money they would have spent eating out! OR you can do the same and donate what you would have spent on lunch all week or one day.

Car Wash | When the weather is nice, you can get your friends, family and co-workers to help!

Company Matching Gifts | This is an amazing way to double your donation and unfortunately many people don't know or utilize their companies matching gift program. Contact your HR department to learn more. And read [**THIS Marching Gifts 411!**](#)

Cook Off | Encourage budding chefs at your office or school to compete for the best chili or barbecue, and charge a fee to taste and vote.

Create a contest | Challenge your friends, co-workers or team members and see who can raise the most money during a specific timeframe. Come up with a fun prize for the winner!

Donate your Birthday | Let your friends and family know that in lieu of gifts, cards, drinks, etc. you are asking for a donation to your Making Strides team. Create a reminder Facebook post every week leading up to your birthday during your birthday month that includes your fundraising page link.

Donation Jar | Keep a change jar in high-traffic areas. All change is donated to your team fundraising totals.

Email Signature | Add your fundraising page link to your personal or work email signature.

Game/Movie/Trivia Night | Have an office movie or game night! Ask for a suggested amount for donations as an entry fee.

Gift Wrapping | Around holidays, offer to wrap gifts for your colleagues in exchange for donations.

Give up Coffee | Challenge co-workers to bring in coffee from home or make it in the office for a week. Have them donate the money they would have spent on their morning coffee to your cause.

Dress Down Day | Employees who donate to your team can dress down or wear jeans to work for one day. Talk to your HR department to see if they would be willing to help.

Negativity Jar | Keep a jar in your home and/or work and charge everyone \$1 for cursing or negative language. Not only is this a great way to raise money, it's also a way to reflect on your outlook and attitude.

Payroll Deductions | Talk to HR to see if you can have a portion of your check automatically deducted and donated towards your fundraising goal.

Percentage of Sales | Talk to local restaurants or stores to see if they will host a community giveback day. Ask that they donate a percentage of the proceeds from a certain day or host a fundraiser and ask people to donate.

Pink Out Game | Trying to organize a Pink Out Game?! Click here to download our [**Youth Sports Toolkit**](#)

Raffle or Silent Auction | Hold a raffle or auction in your office. Ask your company or local businesses to donate items.

Ribboning | Sell ribbons for a set amount and have employees wear them on the same day to honor those fighting or who have passed from cancer.

T-Shirt Sale | Design special Making Strides t-shirts and sell them in your company lobby.

Vacation Day | Work with your boss or HR to see if you can give the highest fundraiser an extra day of vacation!

Valentine's Day Candy Grams | Create your own candy grams and have your friends and coworkers make a donation in exchange for sending candy grams to their chosen list of recipients.

Wall of Hope | Create or ask your ACS staff partner to provide you with Making Strides Cards, which can be sold to employees or clients. On each card, individuals who purchase can write the name of a survivor or loved one lost to cancer and then they get hung on the wall for all to see.