



# Team Captain Timeline

**You can build a successful team in 6 weeks! Follow this timeline to keep you on track to reaching your goals.**

## **Week 1 - Register online and begin building your team.**

Invite friends, family, co-workers to join your team. Set a team goal, typically teams are at least 10 people raising \$1,000. Begin thinking about a team theme or costume idea. You can even recruit co-captains to expand your recruitment effort. Co-captains can be representatives of company departments, streets from your neighborhood, club leaders from around your metropolitan area.



## **Week 2 - Continue building your team.**

Send out an email with a link to your team page and encourage people to register online. If you are building a company team, hold an internal kickoff/recruitment day to encourage employees to join the team. Post links to your fundraising page on Facebook and Twitter.

## **Week 3 - Encourage team members to fundraise.**

Weekly Focus: Encourage all team members to jump start their fundraising efforts by making a personal contribution on their fundraising web page. Encourage all team members to ask 10 friends to match their personal donation that week!

## **Week 4 - Encourage team members to fundraise.**

Weekly Focus: Encourage all team members to send at least 10 emails through the online fundraising tool. Provide an incentive to each team members reaching the 10 email goal, like being entered into a drawing for a gift card.

## **Week 5 - Encourage team members to fundraise.**

Weekly Focus: Encourage all team members to make a list of the vendors/suppliers they use on a day to day basis (for example, dry cleaners, dentist, car dealer, grocery store, gym, etc...) and challenge them to ask these vendors/suppliers for a donation this week!

## **Week 6 - Final Fundraising Week!**

Weekly Focus: Encourage all team members to send a final reminder email to their family and friends who have not yet donated to their fundraising efforts. In today's busy world, it often takes up to 3 emails to get someone to act. Promote the event details on Facebook or Twitter to get any last minute friends to join your team or donate.