



Be a Successful Team Recruiter

Congratulations! Forming a team and participating in the Arthritis Foundation's Jingle Bell Run is a great way to give back this holiday season. Regardless of the size of your team, you'll feel good knowing that your group made a difference in the fight against arthritis. So, get started today and invite others to join your team.

Potential Sources for Team Co-Captains and Team Members:

Co-Workers
Company Vendors
Family Members

Friends
Neighbors
Personal Vendors

Team Recruitment and Fundraising Timeline:

1. First Recruitment Email – Within one week of signing up as a Team Captain, send out emails to your prospect members and donors list (see above Potential Sources for ideas) asking them to join your team
2. Internal Kickoff Invitation – Invite your currently registered team members, anyone who has expressed interest and your prospective members to your team kickoff meeting.
3. Recruitment Follow Up – Within one week of your team kickoff meeting, follow up with anyone who has not yet responded and ask them to “Join my Team”.
4. Donation Request
5. Donation Follow Up
6. Thank You Email

TIP: Don't forget to call or mail a note/letter to your prospective team members and donors who may not use email as frequently as you do.

Sample Letters and Emails:

Sample A: Team Captain Memo	Page 2
Sample B: Memo to Employees	Page 3
Sample C: Vendor Letter	Page 4
Sample D: Family Team Recruitment and Recruiting Outside Your Company	Page 5
Sample E: Team Captain Memo – Online Contest.....	Page 6
Sample F: Team Captain Memo – Team Members with \$0	Page 7
Sample G: Thank You Memo	Page 7

Sample A: Team Captain Memo – Recruit Team Co-Captains!

Send this Sample Memo to the leaders of your company to identify representatives

To: Department Heads
From: <NAME OF SENIOR LEVEL EXECUTIVE>
Date:
Re: Jingle Bell Run, benefiting the Arthritis Foundation

<COMPANY NAME HERE> will be tying jingle bells to our shoelaces and raising funds for the **Jingle Bell Run, benefiting the Arthritis Foundation**. This festive event will be held at <LOCATION> on <DATE>. **Did you know that one in five Americans has arthritis?** That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too.

Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

In addition to serving as a **Jingle Bell Run** sponsor, <COMPANY NAME> is committed to having a large **Jingle Bell Run team**, with at least <NUMBER OF PEOPLE> individuals raising at least \$ <AMOUNT> collectively. To meet these goals, I am asking each department head to volunteer to be a <COMPANY NAME> Team Co-Captain. If there is someone else within your department who would like to serve as the Team Captain, he or she may take your place or work with you as a Co-Captain.

Being a Team Captain is easy and fun. You'll recruit team members from within the department and friends and family to participate in Jingle Bell Run. The Arthritis Foundation staff partner will give you all the necessary information to ensure your success!

Please confirm the name of your department's Team Captain with <INTERNAL LEAD TEAM CAPTAIN'S NAME> by <DUE DATE>. The team coordinator or I will provide Team Captains with further information after that date.

Thank you, in advance, for your support and cooperation. Together, we can create a world free of arthritis pain.

Sincerely,
<NAME>

Sample B: Memo to Employees – Recruit Runners/Walkers!

Send this Sample Memo on company letterhead to all employees to announce the company's participation

To: All Employees
From: <NAME OF SENIOR LEVEL EXECUTIVE>
Date:
Re: Come Jingle With Us at the Jingle Bell Run!

<COMPANY NAME> will be tying jingle bells to our shoelaces and raising funds for **Jingle Bell Run, benefiting the Arthritis Foundation**. This festive, family-friendly event will be held at <LOCATION> on <DATE>.

In addition to serving as a **Jingle Bell Run** sponsor, <COMPANY NAME> is committed to having a large team of at least <NUMBER> participants raising and raising at least \$<AMOUNT>. To accomplish this goal, I am asking each of you to join our **Jingle Bell Run team**.

Did you know that one in five Americans has arthritis? That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too.

Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

Joining our winning team is easy! Simply visit our team page at <INSERT TEAM URL> and join our team! Next, ask your family, friends, and neighbors to donate to your page or join our team and run with you at the event!

I know each of you will do your part to support both <COMPANY NAME> and the Arthritis Foundation in this worthwhile community event. Contact a <COMPANY NAME> Team Captain today if you would like more information.

<LIST TEAM CAPTAINS AND EMAIL/PHONE NUMBERS HERE>

Thank you for your continued support!

Sincerely,
<NAME>

Sample C: Vendor Letter

Your solicitation to vendors should be personal and sent by a company representative or vendor representative. Send this letter at least 2-3 months prior to your event day.

Subject Line: You can help <Company Name> Jingle to Success and Fight Arthritis

On <event date>, I will be running/walking with my <Company Name> Team in Jingle Bell Run, benefiting the Arthritis Foundation, at <Event Location>. <Company Name> has set a goal to raise at least \$<amount>, and I am hoping you will join us by doing one of the following:

- **Take A Leadership Role:** Form your own team within your company. Simply designate a Team Captain(s), set a goal, recruit team members, collect donations and join us on <event date>.
- **Make A Corporate Contribution:** Support our team by making a donation online, <insert team page link>, or by writing a check payable to the Arthritis Foundation and mail it to me. All donations are 100 percent tax deductible!
- **Come Jingle On My Team:** Join our team by registering online at <insert team page link>, start fundraising beyond the registration fee and join us on <event date>. Feel free to join us in costume for this festive event! We have set a goal of \$<amount> per team member. For your participation, you will receive the official Jingle Bell Run/Walk T-shirt, share in the holiday spirit, and feel great in knowing that you are helping to create a world free of arthritis pain!

I am sure that you get solicited by several non-profit organizations each year, just as I do. But, **did you know that one in five Americans has arthritis?** That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too. Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

I sincerely hope that you will join me and help us reach our goals. If you would like to form your own team, please contact <Event Manager's Name> with the Arthritis Foundation at <phone number> or <email address> or simply visit www.arthritis.org/jbr and register today. Thank you for your time and consideration.

Sincerely,

<Company Representative>

Sample D: For Family Team Recruitment and Recruiting Outside Your Company – Request for Team Members

Use this email/letter to establish your Juvenile Arthritis (JA) Family Team or simply to expand your recruitment reach outside your company team.

Dear <Name>,

Our family is participating in Jingle Bell Run on <Date> at <Location>. We're excited to tie jingle bells on our shoelaces in support of the Arthritis Foundation.

Did you know that one in five Americans has arthritis? That's more than 50 million Americans including over 300,000 children – yes, kids get arthritis too. Arthritis is much more than just aches and pains. For many, it significantly impacts their ability to complete simple tasks like dressing themselves or even walking. Arthritis hurts. **You can help.**

<Team Name> is walking in honor of <Name>, who is battling arthritis every day. The Arthritis Foundation seeks to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. I want to invite you to run or walk with me at the Jingle Bell Run on <event date> at <event location> and invite your friends and family to do the same. You can join the team on our webpage at <insert Team page link>.

If you can't make it on event day, you can still join our team and help raise funds to reach our goal of \$<Goal>. Or you can make a donation to support me at my fundraising page, <insert Personal page link>. Any amount you can give will make a big difference.

If you want to learn more about Jingle Bell Run or the Arthritis Foundation, please visit: arthritis.org/jbr

Thank you so much!

<Name>
<Address>

Sample E: Team Captain Memo – Online Contest

Send this sample memo to team members to encourage fundraising. TIP: Ask a vendor to donate a prize for the giveaway. There are lots of prizes that are low or no cost options like: gift card to the favorite coffee shop near the office; premier parking spot at the office; lunch with the CEO; jeans day; department head or senior management team member washes the winner's car; an extra day off; etc.

To: All Team Members
From: <NAME OF SENIOR LEVEL EXECUTIVE>
Date:
RE: Jingle to Earn Great Prizes!

Hello everyone and thank you for your support of this year's Jingle Bell Run! We all enjoy a little friendly competition, right? Our Arthritis Foundation staff partner has recommended some contests for people who send the most e-mails (or the most dollars online). We think it is a great idea! The employee that sends the most e-mails beginning <date> and ending <date> will win <prize, usually \$25 or more value>.

We encourage you to send these messages on break times, before or after work or from home. Good luck to all!

Sample F: Team Captain Memo – Team Members with \$0

Send this sample memo to team members to encourage fundraising.

To: Team Members
From: <NAME OF SENIOR LEVEL EXECUTIVE>
Date:
Re: It's Not Too Late to Get Your Jingle On at Jingle Bell Run!

Hello <name>, thank you for agreeing to be a participant on our Jingle Bell Run company team. I am following up with all of our team members who have not yet reached their fundraising goal. If you have collected funds, thank you so much for your efforts so far. I am including some tips to collect funds to alter the course of arthritis for the 50 million Americans living with arthritis today.

- Use the online tool to send an e-mail to friends/family around the country (send to 10 people right now)
- Ask 3 people who “can’t say no to you”
- Ask people you spend money with like your stylist, dentist, doctor, landscaper, insurance agent, etc.

Sample G: Thank You Memo

Send this sample memo to all team members (including company vendor participants) and employees thanking them for their support

To: All <COMPANY NAME> Team Members, Senior Management, Team Supporters
From: <SENIOR LEVEL EXECUTIVE>
Date:
Re: **We “Jingled” to Success at the Jingle Bell Run!**

I'd like to sincerely thank you for your efforts in Jingle Bell Run! The time and energy you spent paid off: we <met/exceeded>our goal of <NUMBER> team members, raising \$<AMOUNT> to help create a world free of arthritis pain. We couldn't have done it without you!

Arthritis is the leading form of disability in the United States, but with your help, we are bringing the Arthritis Foundation one step closer to realizing a world free of arthritis pain!

Thank you again for the time and energy you put into making this effort a great success.

Sincerely,
<NAME>