

# WALK FOR ANIMALS

## Team Captain's Toolkit

Thank you for stepping up to lead a Walk for Animals team! Teams are a critical part of what makes this event a huge success. Here are a few tips and tools to help you get started on building a strong, engaged fundraising team.

### Recruiting Your Team

- Reach out to your coworkers, friends and family and invite them to join your team!
- Talk up the incentives and prizes—and your cause—with potential team members. Get them excited about how their hard work can help animals in need.
- Don't forget to follow up with people you haven't heard back from. People are busy and need a reminder.



### Engaging Your Teammates

- Organize a meeting with your team to get them pumped up! Ask them what ideas they have for fundraising, especially if they have experience supporting other events or organizations.
- Create a Facebook or similar group for your team to brainstorm ideas together and stay connected. This can be great for teams that have members who won't see each other regularly.
- Send out weekly emails to update your teammates about their progress toward your goal.
- Send "shout out" emails to highlight teammates who are doing well. This can encourage other teammates to meet their fundraising goals. Share tips from your top fundraisers to inspire and support the efforts of those who might need a bit of help getting started.
- Share your favorite fundraising win or most successful strategies from previous years and other fundraising events.
- Keep everyone engaged by sharing weekly tips or goals for each teammate to reach. Examples: "This week we want to reach X% of our team goal." Or: "Each person needs to raise \$X this week to keep us on track."
- Reward your team for reaching collective and individual goals. Consider giving prizes to teammates who meet or exceed the week's goal. For example, the first person to get a \$100 donation this week could receive a Starbucks gift card.



*Most importantly, have fun and remember that your team is making a life-changing difference for animals in need! Together we are creating a more humane San Diego.*