SAN DIEGO HUMANE SOCIETY
WALK FOR ANIMALS
TEAM CAPTAIN'S TOOLKIT

Thank you for stepping up to lead a Virtual Walk for Animals team! Teams are essential to making this event a huge success for animals in need. Here are a few tips and tools to help you build a strong, engaged fundraising team — and have fun while doing it!

Recruiting Your Team

- Reach out to your coworkers, friends and family and invite them to join your virtual 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 and how it will be a wonderful opportunity to join together for a great cause.

- 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 Zoom meeting with your team to get them pumped up! Ask them what creative ideas they have for fundraising. Now is the perfect time to think outside the box.

- Create a Facebook group for your team to brainstorm ideas together. A lot of us only see each other virtually, so this is a great way to stay connected!

- Send out weekly emails to update your teammates about their progress toward your team's goal.

- Send "shoutout" emails or post on social media to highlight teammates who are fundraising towards your team's goal. You can also do this to celebrate anyone who recently joined your team!

- Keep everyone engaged by sharing weekly tips or goals for each teammate to reach. Examples: "This week, let's try to reach X% of our team goal." Or: "Each person needs to raise $X this week to keep us on track — let's see if we can do it!"

- 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 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.

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