



Team Captain's Toolkit

Thank you for stepping up to lead a 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! Together, we can create a more humane San Diego.

Recruiting Your Team

- ▶ Reach out to friends, family and coworkers and invite them to join your team and share how their participation can make an impact.
- ▶ Rally past team members and personally invite them to join the team again.
- ▶ Talk up the incentives and prizes — as well as 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 and putting the FUN in Fundraising!

- ▶ Organize a meeting with your team — whether it's in person or virtual — to get them pumped up! Ask them what creative ideas they have for fundraising - bake sale or yard sale for example.
- ▶ Encourage your team to download the Walk for Animals App for iPhone and Android, that will help them fundraise at their fingertips!
- ▶ Create a Facebook group for your team to brainstorm ideas together. This can be great for teams that have members who won't see each other regularly.
- ▶ Send out weekly emails from your Participant Center or app 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 (or even just bragging rights!) 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! If you have any questions please contact us at walk@sdhumane.org.