



## Team Captain Fundraising Guide

We are so glad that you decided to join us as a Team Captain for the Walk to End Lupus Now. Forming a team is a great way to support the mission of the Lupus Foundation of America, Philadelphia Tri-State Chapter and to help solve the cruel mystery of lupus. You'll build comradery, develop leadership skills, promote health & wellness, and offer your friends and family a fun way to support a good cause.

### Your Role as Team Captain

A successful team needs a strong captain who can maximize their fundraising during the campaign.

You are responsible for recruiting and motivating your team. Communicate clearly with your Team Members and let them know exactly what you need them to do to reach your team's fundraising goal.

### Step-by-Step to a Great Campaign

The step-by-step information in this guide will help you execute a great Walk to End Lupus Now campaign.

### Let's Get Organized

The first step is to get your core team together.

- Contact Brendan ([bheine@lupustristate.org](mailto:bheine@lupustristate.org)) and develop a plan that includes fundraising goals, registration benchmarks, fundraising ideas, resources, and next steps.
- Set up your team fundraising page.
- Send an email to your friends and family announcing that you're fundraising for the Walk to End Lupus Now and encourage them to join your team. You can also recruit Team Members via social media by posting your message on Facebook or Twitter.

- Start with a goal of recruiting at least 10 people to your team.
- Encourage each of your Team Members to recruit 10 of their own contacts.
- Ask your place of worship and local businesses to support the team or walk with you.
- Check with your Human Resources department at work for more information about a company matching gift program.

### Plan 3 Months Before Walk Day

- Promote the Walk to End Lupus Now and your team's fundraising efforts on your Facebook page.  
Share a team photo, your goal, and instructions for people to register or support the team.
- Post information about your team in the community with your contact info. Post at your place of worship, local coffee shop, or the break room at work.
- Send updates every few weeks to celebrate the team's progress and online registrations.
- Arrange for fun incentives to motivate the team (i.e. gift card, raffle item, or another incentive) that you'll do yourself.

### Engage Your Community

- Ask a local store manager what the most recent "hot item" is, and if they would be willing/able to donate a percentage of that particular item's sales to the Lupus Foundation of America Philadelphia Tri-State Chapter.
- Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling so that you can collect that money and turn it into donations.
- Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the patrons. All proceeds benefit the Lupus Foundation of America Philadelphia Tri-State Chapter and your fundraising efforts toward the walk.
- See other ways to fundraise in the A-Z Fundraising Ideas Guide.

## **Fundraise 2 Months Before Walk Day**

Encourage fundraising – contact your Team Members to gauge progress and share successful tactics. Make it fun by organizing fundraising events and encouraging teammates to challenge each other.

- Coach your Team Members on how to raise \$250. Encourage them to raise \$250 in 10 days by asking 10 people to donate \$25. Remind them to utilize their social media to fundraise and the great incentives they'll earn.
- Utilize your Participant Center to send motivating emails that encourage your team to fundraise.
- Check in with Team Members at least twice a month. Encourage fundraising and celebrate mini-milestones with team-wide emails. Update the progress of the team and make it a daily or weekly competition. Give a prize to the most successful fundraiser each day or week.
- Update your team webpage with success stories and progress.

## **Internal Incentives**

Develop creative internal incentives to reward Team Members who reach certain fundraising levels. Examples include gift cards, a unique t-shirt, or recognition on the team page. Communicate these incentives often.

## **Matching Gifts**

Remind your Team Members and donors to submit matching gift forms (if applicable) or volunteer hour forms to their respective companies. It can be an easy way to double your fundraising dollars.

## **Leading Up to Walk Day**

- Assess fundraising efforts and strategize on last-minute fundraising opportunities.
- Confirm with your Team Members when they will arrive and what they will bring.
- Check the weather and let Team Members know if they should prepare for sun or rain.
- Email and post when and where Team Members will meet and how to turn in any cash or check donations.

- Communicate with Brendan about capturing photos of your team for post-walk promotion.

## **Social Media Outreach**

Share your story and participation through Facebook and increase awareness with Twitter. Highlight your involvement on your LinkedIn profile.

## **After Walk Day**

- Send thank-you notes to all your Team Members, donors, and supporters with the results and thank them for their personal fundraising efforts.
- Encourage Team Members to send a follow-up email to those who didn't donate. Share your walk experience and provide them one more chance to donate.
- Collect and turn in all outstanding donations and matching gift forms.
- Encourage Team Members to complete the post-walk survey sent by the Lupus Foundation of America Philadelphia Tri-State Chapter.
- Host a post-walk meeting with Team Members to secure their support for next year.

## **Recognition**

The Lupus Foundation of America Philadelphia Tri-State Chapter appreciates and acknowledges the efforts and accomplishments of each participant.

We encourage you to invite as many people as possible to join in the fun. Friends, family, and co-workers are encouraged to join the team. Having more team members means you're more likely to fundraise more effectively. Also, your fundraising potential is even higher because more people are fundraising toward a common goal. You're all in it together!

As a Team Captain, you play a large role in your team's success. It is an important job, and we are here to help you make sure your team is successful and has a rewarding experience!