

Team Captain Guide

For our team captains, here are some top tips for recruiting, motivating, and inspiring your team members to reach your goals. **All resources mentioned in this guide are available on our website unitywalk.org**



Team William the Conqueror at the 2023 Parkinson's Unity Walk

SET YOUR GOALS AND AIM HIGH

- ◆ **Recruitment goal:** Aim to recruit a specific number of people to join your team and encourage other members to recruit their networks.
- ◆ **Fundraising goal:** Set a realistic team and individual goal and share them with your team members, friends and family and get your team motivated to reach your goal!

BUILD YOUR TEAM

- ◆ **Identify networks of support:** Reach out to friends, family, classmates and colleagues and ask them to join your team. Use our **Recruitment Email template** if you need help getting started, but remember that your words and story will have the greatest impact.
- ◆ **Host a small recruitment event:** Explain the mission of the Parkinson's Unity Walk and let others know how their participation is helping speed a cure. Share our **Parkinson's Fact Sheet** to see the impact you will have.
- ◆ **Instruct members how to register:** Share a link to the registration page and make sure newcomers sign up as a team member and not as an individual.

KICK-START YOUR FUNDRAISING

- ◆ **Upload pictures:** Adding photos to your individual and team pages is a great way to engage and attract potential team members and supporters.
- ◆ **Share your story:** Let your supporters know why the cause is important to you and why your team is fundraising for the Parkinson's Unity Walk. Personalize your fundraising page so donors can see the importance of their support.
- ◆ **Lead by example:** Make the first contribution to yourself to show your team and supporters you are personally committed to the cause. Encourage team members to do the same.

PROMOTE YOUR TEAM

- ◆ **Post on social media:** Customize sample posts from the our [Social Media Tool Kit](#) and share the link to your team page on Facebook, Instagram, Twitter, etc. Create a Facebook Fundraiser using our [guide](#) to reach a larger audience for support.
- ◆ **Send email updates:** Keep your supporters up to date on your progress and ask them to help spread the word. Use our email template guide or fact sheet to help communicate the impact that you and your team are making by fundraising for the Unity Walk.

THINK OUTSIDE THE BOX

- ◆ **Create team challenges:** Appeal to your team’s competitive spirit and host small challenges to get them motivated. Give shout-outs or small rewards to team members who are top fundraisers, have the most donors, or recruit new team members. Check out our [Fox Shop](#) for some potential MJFF branded prizes (a portion of all transactions will support Parkinson’s research).
- ◆ **Host a fundraising event:** Get creative and organize a fundraising event such as a Casino Night, Golf Outing, or Auction. Have your team members volunteer and recruit their networks to attend and donate. See our [Fundraising Event Guide](#) to get inspired.
- ◆ **Utilize matching gift programs:** Remind your team and supporters that many corporations will match their employees’ donations to an accredited charitable organization. You can share and use our [online resources](#) for finding matching gift programs. If an employer does not come up in the results, contact the specific HR department.
- ◆ **Explore sponsorship opportunities:** Reach out to local businesses for additional support and consider offering incentives such as adding their logo to your team shirts.

PREPARE FOR EVENT DAY

- ◆ **Reach out to team members before event day:** All participants receive regular communication from the Unity Walk Directors regarding weekend logistics, but you can let them know about your weekend plans. Organize a carpool or plan to meet at a specified place and time, so you can walk together as a team.
- ◆ **Show your team pride:** Make team t-shirts or come up with a unique “uniform” to set your team apart at the event and create a sense of team unity! Check out our [Unity Walk Bonfire T- Shirt Fundraiser](#) to create epic team shirts with a portion of proceeds going directly to your team’s fundraising page. It’s a win-win!
- ◆ **Capture the moment:** Take advantage of our Photo Booth at the event, and get a group photo to remember the day by. A team photo is also a great addition for a thank-you email to all your donors. Make sure to include your total fundraising amount and other meaningful stories from the day in your final communication to your supporters.

Questions? Contact us at unitywalk@michaeljfox.org