



## **THE ROLE OF A TEAM CAPTAIN**

### **RECRUIT WALKERS**

Your most important responsibility as a Team Captain is to recruit walkers for your team! The more people you recruit for your team, the more money you can raise and the sooner you will reach your fundraising goals. Please register your team online at our website [www.walktodefateals.org](http://www.walktodefateals.org), create your fundraising page and then e-mail your friends, family, and co-workers about this exciting event.

### **POINT OF CONTACT**

You are the communication link between the Walk to Defeat ALS office and your team. As you receive updates from the ALS office regarding Walk Day, please keep all of your team members informed and you'll be a stronger team.

### **BEING A MOTIVATOR**

Team Captains play a crucial role in being the motivators for the team. They are like a coach in a sense. Team Captains need to set a fundraising goal and set the example as a fundraiser. Promote friendly competition among your team members. Encourage your team members to attend the events leading up to the walk. Simply send out weekly e-mails keeping everyone informed of the team's fundraising success. For more ideas, please call Terri Handler, Development Associate, at (781) 255-8884.

## **HOW TO FORM A TEAM**

### **WHAT IS A TEAM?**

A team is a group of friends, family members, co-workers, students, and organization members, that pre-register, raise money, and walk together in the fight against ALS.

### **WHY FORM A TEAM?**

FUN, FELLOWSHIP, FUNDRAISING!

Participating as a team is fun, and also serves as a morale builder for all types of companies, schools, and organizations. It is a time for fellowship outside the work or school environment. It is a great reason for friends and family groups to get together! It is a way to show support for loved ones who are fighting the disease, and it is a way to remember those who have been lost.

Raising funds for those affected by ALS "Lou Gehrig's Disease" is extremely important and easy to do as a group. You can motivate each other and challenge each other (or other teams) into a fundraising frenzy! It can also serve as excellent exposure for your company, school, or organization.

### **HOW DO I FORM A TEAM?**

1. Designate a Team Captain (or co-leaders).
2. Let everyone in your family, company or organization know about the team. Tell them how they can get involved.
3. Invite vendors and customers to join in on your fundraising efforts and support your team.

### **THEN WHAT?**

1. Please visit **[www.walktodefetails.org](http://www.walktodefetails.org)** and register your team online at our website and then create your fundraising page. After that start to e-mail your friends, family, and co-workers about this exciting event
2. After your teammate registers, we will send him or her an email with important information about the 2010 Walk.
3. Encourage the involvement of your group by utilizing newsletters, e-mail, incentives, and planning group activities. Put up posters, send out flyers, change your answering machine message to let people know you are participating and you want them to join your team. We want you to be successful!

### **RAISE FUNDS!**

Ask everyone you can think of to make a donation. No amount is too small. Sponsors can donate \$10, \$25, \$100 OR MORE! Collect all donations before the day of the event. Don't forget you can double or even triple your donations through a company's matching gift program! Encourage your donors to give to your team on-line at **[www.walktodefetails.org](http://www.walktodefetails.org)**, **select Massachusetts, then click on Berkshire Walk.**

### **LETS WALK**

Join other caring and compassionate individuals at the Walk to Defeat ALS. There will be fun, food, music, and YOU!



## **TEAM RECRUITMENT IDEAS**

### **SECURE MANAGEMENT SUPPORT**

Ask your company/organization's president or Human Resources department to sign a memo or send an email to all of your employees or members asking them to participate as part of the team. Make announcements in weekly newsletters or email. Include the name of all people who have registered for your team each week and encourage co-workers to register or sponsor someone they know from the list.

### **ENCOURAGE FRIENDLY COMPETITION**

Encourage friendly competition between departments/floors or buildings. Assign co-captains for every department/floor or building of your company/organization and set a goal of 10 Walkers per captain each week. Hold a recruiting contest. The co-captain to register the highest number of walkers for your Walk to Defeat ALS team gets a free vacation day! Keep an updated list of your team's walkers and their fundraising totals on your company/organization's bulletin board. Include your name and number for more information.

### **ORGANIZE YOUR OFFICE**

Have a recruitment drive in your cafeteria every day for a week. Place Registration Cards in every break room and near all employee mailboxes with a poster announcing your company/organization's participation in Walk to Defeat ALS.

### **COMPANY/ORGANIZATION VOLUNTEER PROGRAMS**

Investigate your company/organization's volunteer programs and make sure the Walk to Defeat ALS is on this year's calendar. (Volunteers who fundraise receive full credit for completing the Walk). If your company doesn't have a volunteer calendar, present management with the idea of starting one.

### **OFFER FUN INCENTIVES**

- . Host a Walk to Defeat ALS "Dress-Down" Day. Everyone who registers for the Walk to Defeat ALS gets to dress casual for a day.
- . Make a Walk to Defeat ALS team t-shirt and offer it as an incentive for those who register, and raise a pre-determined amount of money.
- . Designate a certain day as ALS Awareness Day and give out ALS bracelets to each person that signs up for your team.

### **OTHER GREAT IDEAS**

- . Write a personal appeal to all of your friends and family telling them why you are walking and ask them to join you by registering and raising money for the fight against Lou Gehrig's Disease!
- . Ask your vendors and clients to participate with your team, if their company doesn't already have a Walk to Defeat ALS team.
- . Ask your company to sponsor each employee for \$100 as an incentive to participate in the Walk to Defeat ALS.
- . Throw a party! Ask guests to register for your Walk to Defeat ALS Team.



## **SAMPLE WALKER RECRUITMENT EMAIL OR LETTER**

### **Sample #1**

Please support my efforts as I walk in this year's Walk to Defeat ALS to support patient programs in Massachusetts and to help find a cure for this devastating disease. I have formed a walk team, and I have set a team goal and need you to help me reach it.

We are raising critical dollars for ALS (Lou Gehrig's disease). So won't you please consider joining my team as a walker or making a donation to The ALS Association Berkshire Walk to Defeat ALS? I need your help to fight this devastating disease!

To join my team please call me at (XXX) XXX-XXXX or visit [web.alsa.org/BerkshireWalk](http://web.alsa.org/BerkshireWalk) and click on "Register Here." Next click on "Join a team" and select our team, \_\_\_\_\_.

If you cannot participate on my team, please make a donation to support the Walk to Defeat ALS. Simply visit [web.alsa.org/BerkshireWalk](http://web.alsa.org/BerkshireWalk) or mail your donation to The ALS Association Massachusetts Chapter at 320 Norwood Park South, Norwood, MA 02062. When mailing your donation please include my name and our team name, \_\_\_\_\_.

### **Sample #2**

Join me in the fight against ALS (Lou Gehrig's disease) by contributing to The ALS Association– Massachusetts Chapter - Berkshire Walk to Defeat ALS™!

By participating in the 2010 Walk, I will be doing my part to support those who are facing ALS, their families, and friends. But I can't do it alone. I need your help.

I am asking you to support me in this endeavor by making a tax-deductible donation to the Walk to Defeat ALS. Your gift gives hope to those dealing with this devastating disease. Your donation DOES make a difference!

To make your tax-deductible donation, simply visit [web.alsa.org/BerkshireWalk](http://web.alsa.org/BerkshireWalk) or mail your to The ALS Association Massachusetts Chapter at 320 Norwood Park South, Norwood, MA 02062. When mailing your donation please include my name and our team name, \_\_\_\_\_.