



**Building Your Team**  
[www.biaf.org/walkabout](http://www.biaf.org/walkabout)



## Get others to join the cause!

Team Captains are the leaders who build excitement and help their teams set and meet fundraising goals. Step one is setting the amount you want to raise. Step two is identifying potential team mates.

There are no special requirements for forming a team. Team members can come from a variety of places such as:

- Family members
- Friends
- Neighbors
- Co-workers or fellow students
- Members of service clubs
- Sororities/Fraternities
- Members of your place of worship
- Members of other groups to which you belong

---

### Tips for Recruiting Team Members

1. Start early. Begin recruiting as soon as you've registered your team online. Every person is a potential donor and every donor is a potential team member!
2. Speak at a company, place of worship, or club meeting. Tell your story and ask others to join you in a group setting.
3. Post information in your workspace and public places in the office. Make it easy for people to find you and identify you as the main contact.
4. Include a blurb in your company newsletter, church bulletin, or group enews. Briefly share your connection to the cause or a current statistic from the "Talk About the WalkAbout" sheet.
5. Get the word out. Let your friends, family, and coworkers know you are looking for team members. They may know someone who would love to hear from you even if they can't be there on the day of the walk!
6. Combine the Walk with a group as a fitness effort. WalkAbout is an all-ages, all-abilities event. Using WalkAbout day as a goal, invite co-workers to join your team and walk during breaks as a way to get excited about the actual event.

# Communication

## Get the team pumped up!

- Send weekly team updates before event day
- Welcome new members with a personal email when they join the team
- Congratulate team members in the weekly updates by mentioning their names when they do something spectacular, like surpass their fundraising goal
- Encourage teammates to respond by engaging them in topics like training, team apparel, team incentives, what to bring to the team tent on event day, etc.
- Keep the emails brief – a paragraph or two to check in



# Fundraising

## Be a Fearless Fundraising Leader!

1. The easiest way to fundraise is for each teammate to send some emails through Donor-Drive to their friends, neighbors, and family. You only need a handful of people to donate \$10 each and you're at \$100 before you know it! Check out "How to Ask" for help.
2. Make sure your teammates personalize their web pages with custom text and a photo, and reasons why they walk. People who raise funds online with custom pages raise 3x the amount of people who don't personalize their page. Donors want to know why you walk! Check Out the "Donor Drive Tips" for help!
3. If your teammates don't know how to personalize their web pages, take the time to show them. It's the same steps you did to personalize your team page, with the exception they use the Personal Page tab instead of Team Page.
4. Make sure every teammate is asking their donors about matching gifts. If the donor works for a company that does matching gifts, the team member may be eligible for double donations!
5. Team fundraisers are also great ways to boost team totals. Consider these ideas:  
Team Garage Sale • Restaurant Fundraisers • Bake Sale • Car Wash • Pin-up Campaign  
Change Canisters • Spaghetti Dinner • Bowling Tournament • Casino Night • Silent Auction  
BBQ Party • Jeans Day at Work • Happy Hour Events • Sports Ticket Fundraisers

If your teammates are dragging their feet about personalizing their websites and sending emails, make it a party! Host a get together at a local coffee shop or restaurant with free wi-fi. Have everyone bring their laptops and contacts, and customize your web-pages together. It's fun, productive and a great team building activity.