

Build Your Team

It's ALWAYS more FUN with more than ONE!!!

What exactly is a team?

A team is four or more people walking together. You as the Team Captain are included in this number, so you ONLY NEED three more members to start your TEAM! Members can be friends, family, neighbors, coworkers, or a combination of these groups. Teams are vital to the success of fundraising efforts because they are a great way to get **many people involved!**

Why start a team?

You will be able to raise more funds for the cause by being part of a team! Not only will you raise more funds collectively, you also raise more funds individually due to the support, encouragement, and competition from their team members. Training, fundraising, and preparation all become easier with a team to support you!

Who should I invite to join me?

EVERYONE! Ask friends, family, neighbors, colleagues, business associates, college friends, fraternity/sorority members – anyone you know! Use your holiday card list, email lists, Rolodex, Facebook, and Twitter to your advantage! Sample letters are available online to help you recruit team members.

How to Spread the Word!

- ◆ **Share Your Passion** – Talk to people about why you are walking, who is benefiting and what it means to you to participate and raise funds for KidneyWise. Share why you would want them to join you in supporting the cause.
- ◆ **E-mail** – After you register, create your own webpage and send a personalized e-mail (with a link to your participant webpage) to your address book. No more stamps and paper cuts! Take advantage of the wonderful opportunity to reach people you'd never think of asking because they live in other parts of the country. Even if they cannot walk with you, they can help you reach your fundraising goal and help make a difference! (There are sample emails online in the Mission Center that you can edit and personalize).
- ◆ **Write a Letter** – Share the reasons you are walking, and for whom, and what it means to you to participate and have them join you. Your enthusiasm, energy and commitment are impressive, so use them in a letter. Then send it to everyone – absolutely everyone – you can think of. Pull out the holiday card list. Give a copy to your neighbors, colleagues, even your dentists. Include a self addressed, stamped envelope to make it easy for speedy responses.

Important Team Information

- ◆ **SIGNING UP:** Each time you recruit someone, make sure to tell them the name of your team.
 - If they register on paper, they should be sure to include the name of the team they are joining.
 - If they register online, they should be sure to register as a team member and include your team name.
- ◆ **FUNDRAISING:** Please put the Walker's name in the memo portion of each check, so that all pledges can be properly credited to each Walker's account.
- ◆ When submitting checks let us know if the donations are to be split among team members. We can also transfer a donation if it is paid by check. Donations made by credit card cannot be split or transferred.
- ◆ **BE EXCITED!** Enthusiasm is contagious! Provide fun ways to encourage and engage team members, such as team picnics, pre-Walk dinners, team training walks and weekly email updates on fundraising. Check with your employer about creating an inner team challenge where the top individual fundraiser will get to park in the "executive lot"
- ◆ Stay in **CONTACT** with your team members by using the Mission Center. Make sure each team member registers individually on your page.
- ◆ **ENCOURAGE** your team members to surpass their individual fundraising goal and to **RECRUIT** additional teammates or even to start their own team and have a team competition.
- ◆ **CALL** or **EMAIL** us anytime you have questions or are facing obstacles. We are here to help you succeed in your fundraising efforts.