

IDEAS FOR RECRUITING AND LEADING A SUCCESSFUL AND FUN TEAM

Thank you serving as a Team Captain for **Pink Vail**. Your role is to recruit friends, co-workers and family members who will help raise money to benefit all patients at Shaw Cancer Center through enhancements to patient care and patient programming. These step-by-step instructions will help you build and lead a successful team.

TEAM CAPTAIN ACTION PLAN

- Set a team fundraising goal. Be realistic and optimistic. You can raise more than you think! You can always change your goal if you meet it before Pink Vail!
- Recruit 10 team members who are each committed to raising money for the Shaw Regional Cancer Center - skiers, boarders, or anyone else you know! Your team members do not have to ski/ride to participate in Pink Vail.
- Ask each team member to raise a specific amount of money to help achieve the team fundraising goal. For example, a team of 10 can easily raise \$2,500 if each person raises \$250.
- Ask one or two team members to help raise \$1,000.
- Host a Team Kickoff at your company, home, or favorite FAC spot! Get people excited to be on your team. If you're really industrious, bring a laptop and have people sign up for your team on the Pink Vail website during the kick-off party.
- Help all team members register on the Pink Vail website by sending an e-mail from your Pink Vail account login page that includes a link for them to register on your team. On your Pink Vail account login page look right for Compose New Email under SPREAD THE WORD. This brings you to a page where you can click on one of pre-written emails are. For inviting a team member onto your team choose the "Get Involved" email and customize it to fit your team.
- Help each team member achieve their personal fundraising goal. We provide each participant with email templates for asking for a donation and other things. These emails can be found under each participants Pink Vail account login page. They are easy-to-use templates for helping participants ask friends and family for money.
- Encourage use of the Pink Vail website as a quick and easy way to ask for donations via e-mail.
- Motivate and encourage your team from start to finish. Send updates, challenges, and personal stories, host a PINK costume making party.
- Identify cancer survivors on your team that might have a personal connection or story to tell to help motivate others.
- Recognize team members for progressing toward and achieving their goals. A simple "Thank You" will go a long way!

TEAM CAPTAIN TIPS FOR SUCCESS

Identifying and Recruiting Potential Team Members

- Take 10 minutes to develop a list of 30 potential team members. List twice as many people as you would like on your team. Look for busy people because they get things done!
- Look for people who are passionate about fighting cancer, especially people who have been affected by the various types of cancer.
- Ask early. Set a goal to recruit at least five of your team members on the first week you register your team.
- Visit and ask each potential team member to join your team in person. Most people respond best when asked personally.
- When you recruit a new team member, take the time to help them register with your team on the Pink Vail website.

MORE FUN FUNDRAISING IDEAS

- Celebrate Birthdays and Anniversaries – If you or your team members have a birthday or anniversary in the near future, ask for a donation in support of Pink Vail in lieu of gifts.
- Offer up your “services” for donations.
 - Prepare a dinner in your top donor’s home.
 - Babysit your friends’ kids for a night or wash their car if they give you \$50 (and we all know that is a bargain here in the Valley!)
- Involve your kids – your kids can do a bake sale or sell hot chocolate, with proceeds going to Pink Vail. Or they could shovel your neighbors’ driveways for a \$25 donation.
- Matching Gifts
 - For Corporate Teams - If applicable, obtain matching gift forms from your Company’s HR Department and distribute to co-workers who donate and/or participate.
 - Or, ask your company to set a “Match” goal. i.e. For every employee donation of \$50, your company will match each donation up to \$1,000.