

**Team Captain Guide**

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**What is a Team Captain?**

As a Team Captain you are agreeing to take on a leadership role to recruit and motivate walkers, plan and organize “Mini-Raisers” within your group, and help ensure the success of the CLA Walk the Talk 5K Walk/Run. Being a Team Captain is an opportunity to educate others about the Community Liver Alliance and its mission and to help those affected by liver disease.

**Manage a Winning Team**

By using your personal and professional networks you can build a successful ***Walk the Talk for Liver Health*** team! Get started by following these simple steps to leading a winning team:

**1. Set a Goal**: Use the enclosed worksheets to begin developing your team fundraising and team member recruitment goal. We would be excited to see teams of 10 people or more raising $1,500 or more!

***Examples: # of expected team members X $100 = Team Goal***

***10 expected tea members X $100 = Team Goal of $1,000***

***25 expected tea members X $100 = Team Goal of $2,500***

**2. Recruit a Co-Captain**: Enlist someone to help you encourage others to participate. They can help you distribute registration forms, hang posters and plan events to organize and motivate your team.

**3. Create Your Team Fundraising Page:** When you register online at <https://p2p.onecause.com/clawalk> you will receive a team fundraising page that you can personalize and use to invite others to support you. Encourage all team members to join the team and personalize their individual fundraising page.

**4. Recruit Walkers:** Ask everyone you know to walk on the team including family, friends, neighbors, co-workers, management, club members, business associates, classmates, book club members, etc. Send an extra copy of the walk brochure to each team member. Encourage them to each invite one new person.

**5. Spread the Word:** Use email, voicemail, bulletin boards, social networking sites and word of mouth to let everyone know about the CLA Walk the Talk 5K Walk/Run and our mission. Encourage walkers to share any personal stories about how they have been affected by liver disease. Hang CLA Walk the Talk 5K Walk/Run posters around your office. Include your contact information so walkers can contact you directly for more information.

**6. Raise Funds:** Letter-writing and email campaigns are very effective fundraising methods, especially when combined with your online fundraising page! Hold a car wash in your neighborhood. Check with your company’s human resource department for information on Company Matching Gifts. Encourage them to download the Walker Guidebook at <https://p2p.oncecause.com/clawalk>

**7. Build Team Spirit:** Promote friendly fundraising competition among team members. Update and communicate with walkers regularly. Create special team T-shirts and incentives for top walkers. Hold a special team meeting to kick-off the walk. Make a team sign to carry with you when you walk.

**8. Walk:** Send out last-minute reminders – email, voicemail or flyers. Review CLA Walk the Talk 5K Walk/Run day of meeting details and remind all walkers to bring any offline donation money with them.

**9. Team Recognition:** Hold a post-event barbecue where you can announce your team total while recognizing and thanking team walkers and donors for their participation.

**TEAM RECRUITMENT PLAN**

**Team Member Goal: \_\_\_\_\_\_\_\_\_**

**FRIENDS & FAMILY:** *Suggested people in this category include Parents, Children, Brothers/Sisters, Aunts/Uncles, Grandparents, Grandchildren, Cousins, Classmates, Family Friends, Holiday Card List*

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**WORK CONTACTS:** *Suggested people in this category include Co-Workers, Boss, Business Association Groups, Professional Clubs, Clients, Former Colleagues, Delivery Person, Travel Coordinator, HR Representative*

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**COMMUNITY CONTACTS:** *Suggested people in this category include Alumni Association, Doctor/Dentist, Pet Sitter, Mail Carrier, PTA, Travel Agent, Fitness Trainer, Florist, Faith-based Acquaintances, Dry Cleaner, Hair Stylist, Landlord*

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***Team Goal***

***\_\_\_\_\_\_\_\_\_\_\_ of expected team members X $100 = Team Goal of $\_\_\_\_\_\_\_\_\_\_\_***

**TEAM CAPTAIN FUNDRAISING PLAN**

**Fundraising Goal: $\_\_\_\_\_\_\_\_\_**

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