



# *Team-Building Tips*

[www.hdsa.org/teamhope](http://www.hdsa.org/teamhope)

*Use this quick Team Tips Sheet to help organize your team. Share it with your co-captains.*

## **Set A Goal Based On Your Potential**

- Set Team Walker Goal (i.e.: 20% - 50% of the employee base).
- National Walker Average: \$100.
- Team Fundraising Goal = Walker Goal X National Walker Average (\$100).
- Add all other projected income sources (i.e., sponsorships, wrap-around vendor letters) to create your overall goal.

## **Plan to Succeed**

- Create a simple team plan to outline how you will reach your goals. Be sure to include how you will recruit walkers; motivate them about walker fundraising and what type of team fundraisers you will do.

## **Team Co-Captains**

- Recruit multiple team co-captains based on your Team Walker Goal (1 Team Captain = 10 walkers).
- If a corporate team, be sure to recruit a team captain from each department, floor, location, etc.

## **Team Member Recruitment**

- Besides direct asks from Team Captains, think about ways you can recruit additional team members.
- Ask every team member to recruit a friend. Think about groups you belong to & talk about the team at the next meeting.
- For Companies: Get senior management's support. Have your President send out a memo to all department heads asking them to identify department team leaders & ask their employees to join the team and HD!
- Use email, newsletters, payroll stuffers & faxes to promote the Walk. Don't forget to promote on-line registration.

## **Create Some Excitement**

- Hold a Rally to kick-off the Walk & let everyone know how to join the fight against HD.
- Use your Rally to recruit walkers, motivate and teach. Talk up your team goal & all incentives. These mini-events can be done at work, in the morning at the local coffee shop or even at an after-work get-together.
- Make an announcement at a staff and/or organizational meeting. Bring refreshments for the group.

## **Use Team Incentives**

- Use incentives to increase walker recruitment and fundraising.
- Design a team T-shirt that each team member can wear at the Walk.
- Have incentives that recognize your top team captain and top team fundraiser.
- Make incentives fun such as: use of the President's parking space, a day off or a dept. pizza party.

## **Team Fundraising – Raise the Big Bucks**

- Wrap Events - Use these team or customer fundraising events like a bake sale to boost your bucks!
- Vendor Pledge Letter – Ask your organization to ask their vendors to participate or sponsor the team.

## **Walker Fundraising – Beat the Average**

- Beat the Average – Make it a goal that each team member beats the national walker average (\$100).
- Ask every team member to either use their online fundraising page or conduct a letter-writing campaign.