

Team Captain Guide



Together, we can make a difference in the fight against brain tumors!

Dear Team Captain,

Thank you for registering for a National Brain Tumor Society event. You've become part of a national effort to find a cure, and your leadership and passion are essential to making the event a success!

As a team captain, you provide motivation to your team so encourage your friends, family, and co-workers to step up and join you!

This simple step-by-step guide will help you create a successful team.

- Plan and Organize
- Recruit and Register
- Fundraise
- Enjoy!

We appreciate your leadership and support!

Sincerely,

A handwritten signature in black ink, appearing to read 'N. Paul TonThat'.

N. Paul TonThat, Chief Executive Officer



**National
Brain Tumor
Society**



Plan and Organize

Decide on a team name and register online. Go to www.braintumorcommunity.org and select the event for which you'd like to set up a team. Once registered, you'll have access to your Participant Center and, as team captain, this will offer you a variety of exclusive tools, including the ability to:

- Customize the team fundraising page
- Set the team fundraising goal
- Check team members' fundraising progress
- Send updates and messages to team members.

As team captain you will also receive regular emails with tips and tricks to motivating your team and achieving team success.

No need to take on all the work, get a little help from your friends! Recruit team members to fill the following roles:

Fundraising Pro: The resident fundraising expert who can help educate the team about best practices and provide support.

Party Planner: This person plans team get-togethers and fundraising events (visit the event website for a list of ideas).

Event Day Coordinator: The event day and team spirit guru. This person will be in charge of team logistics on event day, as well as coordinating a team theme (and the accessories that go with it). Team T-shirts, hats, leis, and costumes are encouraged!

Set your goals

At the end of this guide you'll find a worksheet to help you determine your team's goal. Here are a few targets to keep in mind:

- **Number of team members**
- **Total fundraising amount**

If you've participated on a team before, you may want to use those numbers as a place to start.



Recruit and Register

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 (book club, cycling, etc.)

Spread the word – to your network and your team

Include a link to your team page whenever possible.

Email your network and encourage them to register. Save time by using the template email in your Participant Center.

Host a team kick-off party and invite your friends and family. Tell them about the event, why you're involved, and encourage them to join your team. Have a computer available so folks can register for your team right away.

Update your Facebook status with information about the event.

Invite your co-workers to join you or your team. If you have a company newsletter, consider writing a short article or adding the event to the company calendar.

Motivate your teammates by sending them weekly emails with important event information, fundraising tips, or team member highlights. Encourage them to get the word out too!





FUNdraise!

MAKE IT PERSONAL

Customize your team and personal fundraising page to share your story. Let people know why you are involved.

MAKE THE ASK

Don't be shy about asking for support. You will be surprised by how eager your friends, family, and co-workers will be to help you and this cause. Feel free to use the email template in your Participant Center or write your own email.

Many employers offer to match gifts made by employees. Check with your HR Department to see whether your company participates and when sending thank you notes to your donors, ask them to check with their employer as well.

Let your friends know about the event and your participation on Facebook and Twitter.

Thank your donors!

MAKE IT FUN

Here's where the Party Planner and Fundraising Pro come in. Enlist their help to educate your team members, organize events, and help your team exceed its fundraising goal!

Have the Fundraising Pro put together a presentation about simple fundraising tips and tricks and include a calendar of all team fundraising activities. Ask the Party Planner to organize a team get-together where this information can be shared.

The Party Planner and Fundraising Pro should work together to plan the fundraising events.

Here are a few ideas to get them started:

- **Spring Cleaning:** De-clutter your life by holding a garage sale. Make posters to let people know that sales will support the National Brain Tumor Society.
- **Going once, going twice:** Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services and then sell tickets to a drawing or host a small silent or live auction. Be sure to let everyone know the proceeds will support the National Brain Tumor Society.
- **Casual Day for the Cause:** Everyone likes an excuse to skip the school uniform or business suit – especially when it's to support a great cause. Promote a denim, crazy hat, or maybe even a PJ day! Make sure it's ok with your school or employer, then sell badges that the participant can wear to show their support for the cause.

It's all about being social and making sure you're seen!

There is tremendous power in social networks – **Facebook, Twitter, LinkedIn, and YouTube**, will help you surpass your fundraising goal and spread awareness about this cause.



FACEBOOK: GIVING THE CAUSE A FACE

With over 500 million users, Facebook is the king of social media. Using your Facebook profile you can reach all of your friends with the push of a button.

- Update your status often and include a link to your fundraising page.
- Become a fan of the event Facebook page to connect with others, share tips and tricks, and stay informed. Check out the event website for a link.
- If your event offers it, download the Fundraising with Facebook application to automatically update your status when friends donate to your personal fundraising page. Could it get any easier?

If you don't yet have an account, visit **www.facebook.com** to get started today.



TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW

Let your followers know about your involvement with the event and how they can support you - you can even tweet out your fundraising progress along the way. Get started today by visiting **www.twitter.com**.



LINKEDIN: RELATIONSHIPS MATTER

Used by over 75 million professionals, LinkedIn is another great resource when reaching out to your network to share your story and ask for support. Make sure to remind folks to check with their employer to see whether gifts can be matched. Visit **www.Linkedin.com** to set up your profile.



YOUTUBE: BROADCAST YOUR CAUSE

YouTube is a great way to share your story or experience. If you have photos from a previous National Brain Tumor Society event, consider putting together a slideshow and setting it to music. Upload it to YouTube for everyone to enjoy. You'll be able to include the link in your Facebook status, solicitation emails, and tweets. When your friends and family see how inspiring the event was, they're bound to join you this year! Start broadcasting today at **www.YouTube.com**.



Get Started Today!

Raise \$200 (or more) in just one week!

- DAY 1:** You've sponsored yourself by making the first donation of \$25.
- DAY 2:** Email three family members and ask them to donate \$25 each.
- DAY 3:** Use Facebook, Twitter, or LinkedIn to ask friends to contribute \$20 each.
- DAY 4:** Reach out to your neighbors and ask them to contribute \$10 each.
- DAY 5:** Ask five members of a club or organization you belong to for \$10 each (these people could be members of your book club, place of worship, cycling or hiking group, etc.).
- DAY 6:** Check with your employer and see if they offer a matching gift program - it's an easy way to double your \$25 donation. Ask your donors to check on their matching gift program at work, too!
- DAY 7:** Get together with another team member and host a fundraiser in your community.

Where to send donations:

Donations, clearly marked with participant's name and the name of the event, may be mailed to the address below, or turned in on event day.

National Brain Tumor Society
Attn: [Event Name]
55 Chapel Street, Suite 200
Newton, MA 02458

Please do not send cash.



A Baker's Dozen Steps to Success



- 1 Register your team and set the team goal.
- 2 Customize team page.
- 3 Recruit team members.
- 4 Organize a kick-off event to recruit team members, develop a fundraising plan, and competitions.
- 5 Plan fundraising events.
- 6 Create team T-shirts, hats, or other festive accessories.
- 7 Organize a monthly conference call or meeting. Tip: try to schedule these in conjunction with fundraising events.
- 8 Email weekly team updates.
- 9 Decide on team meeting place at event.
- 10 Walk, Run, or Ride as a team.
- 11 Continue celebrating after the event at a picnic, restaurant or home BBQ.
- 12 Make sure to thank your team members.
- 13 Encourage all team members to send special thank you messages or emails to their donors.



Team Worksheet

List 10 people you'd like to recruit:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Team Fundraising Goal: _____

Minimum amount per person: _____

Number of team members: _____