



HERE'S HOW YOU CAN MAKE A BIG DIFFERENCE AS A TEAM CAPTAIN:

TEAM CAPTAINS MAKE A DIFFERENCE!

By creating a team, you provide support, hope and understanding for people living with neuromuscular disorders, their families and caregivers.

As a team captain, you will lead and motivate your team to achieve fundraising goals and enthusiastically participate in your local event!

- 1. Register your team online.** Visit WalkRollMDC.ca, choose your local event and select the Create a Team registration option. Fill out the simple registration and you are on your way!
- 2. Set up your team fundraising page.** Give your team a name, upload a photo or video and let donors and team members know why you are participating in the Walk & Roll for MDC. Your personal story is powerful!
- 3. Recruit team members.** Reach out to friends, family, co-workers and ask them to join your team. Use the participant centre to upload contacts to your address book and send team member request e-mails.
- 4. Help team members register online.** Answer questions or walk team members through the registration process. When registering, team members will use the Join a Team option. Encourage team members to customize their own personal pages with a photo or video and their personal story.
- 5. Set a goal!** Set a team fundraising goal and encourage your team members to create their own fundraising goal as well. Set the bar high to motivate your team members and donors. If you would like to raise your goal at any time, you can do so by clicking the Donation History tab. Remember, a team of people sharing the same goal improves your chances of success!

TEAM CAPTAIN TOOLKIT

- 6. Ask for support.** Send e-mails to friends, family and co-workers asking for their support through the participant centre. Check your Follow-Ups tab to see who has sponsored you and send a thank you e-mail. Online donations are secure and donors will receive a tax receipt by e-mail right away. Watch your up-to-the-minute fundraising tracker to see your progress. Remember, online donations are on average 40% higher than traditional cash and cheque donations!
- 7. Motivate your team.** Plan a kickoff party or host a team fundraising event such as a bake sale, movie night or garage sale to raise funds and build team spirit! Encourage team members to get their co-workers involved by organizing a casual day and asking about their company's matching gift support.
- 8. Stay connected.** Provide updates to your team members on fundraising accomplishments, upcoming events and other successes. Spread the word to your networks on social media about your progress and how they can help you reach your goal, and encourage your team members to do the same. Keep in touch with your local Muscular Dystrophy Canada staff team member for updates and information.
- 9. Have fun!** You can enjoy a great experience with friends, family and co-workers and know that you are helping to make a difference in the lives of individuals and families impacted by neuromuscular disorders.



#WalkRoIMDC