

SECOND WIND LUNG WALK

RECRUITING TEAM MEMBERS

- **Recruit ten walkers to raise \$100 each – that's \$1000 for your team!!**

Team captains work to find at least ten people to participate. Friends, co-workers, vendors, competitors, family and neighbors are all great people to ask to walk or sponsor you. No matter if you have two walkers or ten, encourage your team to raise at least \$1000.

1. Recruit walkers/runners face to face.
2. Recruit a co-leader to help you build your team.
3. Distribute brochures and posters to walkers. Encourage them to pre-register as soon as possible.
4. Consistently communicate with your team to remind them of their individual minimum \$100 fundraising goal and remind them of the date and time of the walk.
5. Keep your walkers motivated by giving them hints on effective ways to recruit sponsors. Remind them, the more money you raise, the better prizes you can receive and the higher your team total – not to mention the more money raised to help lung transplant patients.
6. Remind your walkers to bring their sponsor money with them the day of the walk and arrive early to turn it in.
7. Choose a name for your group of walkers/runners. It can be part of your name (Donna's Dynamos, Wallace's Walkers, Archer's Athletes etc.) or part of your company's name (Team ABC Company, Dr. Trulock's Trotters, etc.). Be sure to write your team name and your phone number on the posters you distribute so participants know to call you with questions. Make a sign for the day of the walk so your team can find you.

- **Publicize the event!** Let everyone know that participation is the key.

1. Promote the event with posters, memos, newsletters and even paycheck "stuffers". Put up flyers/brochures at your workplace, gym, church/synagogue or school.
2. Organize an office meeting (or take time out of one that is already planned) to get everyone excited about joining your team or forming their own team.
3. Ask your company for incentive prizes, and matching funds (this will double your team's contribution).

- **Congratulate yourself!** Bring your team to the starting line and enjoy walking for those who need your help. Take pride in knowing you did your best for those who need your help.