

This document is to provide a brief overview of how Zaheed, a team captain for *Trailblaze for Wishes*, has been able to recruit, motivate and lead his team to success. All tips are from an interview with Zaheed.

### Top tips for how to recruit and retain a team:



- ◆ Looked at who had supported him in the past;
- ◆ Connected with professionals from his industry who were established in their careers; understood that some younger demographics have less giving ability as they are starting out;
- ◆ Met with team members face to face and asked them to join him;
- ◆ Shared wish kid stories to help motivate and keep team members coming back;
- ◆ Once his team was established, he created a logo and had shirts made to bring everyone together.



### Top tips on how to be a successful team captain:

- ◆ Create a team culture! He connects his team through a group chat.
- ◆ Mention and give team members a shout out when they reached their goal. It helps motivate other team members.
- ◆ Craft sample emails for the team members to use and ask them to personalize them with their own information.
- ◆ Zaheed doesn't pressure teammates to reach their goal. Any donation is helpful!

### Zaheed's additional fundraising advice and tips:

- ◆ **How do you get so many donations?** "I just send out emails."
- ◆ "When looking at who to solicit, you need to look outside your scope."
- ◆ **How many emails do you send until enough is enough or until you see a donation come in?** "After my first email I usually see about 60-70% of my fundraising over the first few days and then send a reminder email that includes our current fundraising status to show there's still room to make an impact. I also include personal touches like photos or stories from wish kids."
- ◆ **What's the one thing you have learned that you wish you had known at the beginning of your fundraising journey?** "Just ask and send the email to the person you're not sure you should send it to."



"Good luck in your fundraising journey!"  
- Zaheed