



TEAM GOAL-SETTING WORKSHEET

Team Name: _____

Captain: _____

Co-Captains: _____

When setting your team’s goals, look back at your team’s performance from last year (if applicable). The average Walk MS® participant raises \$250 and the average Walk MS team raises \$1,500.*

PREVIOUS YEAR’S RESULTS	THIS YEAR’S GOALS
# of team members: _____	# of team members: _____ (i.e.: 20% increase = number of previous year participants x 1.2)
Amount raised: \$ _____	Minimum goal: \$ _____ (i.e.: team member goal x previous team member average)
Average team member amount raised: \$ _____ (Dollars raised ÷ number of team members)	Suggested goal: \$ _____ (i.e.: number of team members goal x \$250 Walk MS average)

PLANNING ACTIVITIES

1. Customize team webpage (log in to your participant center on **walkMS.org**)

Due date: _____

2. Team kick-off announcement to all previous team members and/or company employees

Due date: _____

3. Recruitment activities

ACTIVITY	DATE

4. Fundraising activities

ACTIVITY	DATE	\$ GOAL

5. Email to all team members announcing goals and activities

Due date: _____

6. Thank you note to all team members

Due date: _____

FUNDRAISING SUPPORT CENTER

The National MS Society’s call center is available to assist participants and donors with a variety of actions including: registration, fundraising, website and participant center issues, login and account trouble, donation process, general event information and money moves.

NEED ASSISTANCE?

Email FundraisingSupport@nmss.org or call 855-372-1331.

*As of December 2022

RECRUITMENT CHECKLIST

- I have set my team recruitment goal.
If I am a returning team captain, my goal is at least 20% higher than my previous year's team size. **If I am a new team**, my team recruitment goal should at least be 6 members.
- I have selected my co-captain(s) and a team committee to assist me in organizing and motivating my team.
- If I have a corporate team, I have secured support from my company's top executives.
- I have set a date for our recruitment event and asked the Society to send a representative, where applicable.
- I have publicized my team through posters, newsletters, social media and word of mouth.
- I have personalized my email signature to let others know I am walking and recruiting team members.
- I have made a list of possible team members and personally asked each individual to join my team.
- I have encouraged every team member to recruit at least one new team member to join our team.
- I have contacted the Society for help brainstorming other ideas.

FUNDRAISING CHECKLIST

- I have set a team goal and my team has approved/agreed that the goal is achievable.
- I have customized my personal and team webpage with a picture and short story of why we participate.
- I have familiarized myself with the fundraising resources available on **walkMS.org**.
- I have asked my company or organization to make a donation to our team.
- I have asked my team members and donors if their companies have a matching gift program. If so, I have encouraged them to ask their coworkers to donate to them and request matching funds.
- I have planned at least one fundraising event for my team (e.g. bake sale, car wash, etc.).
- I have told everyone on my team the date of our fundraising event and delegated responsibilities to them.
- I have informed the Society of our fundraising event.
- I have asked each team member to kick-start their fundraising by making a self donation.
- I have asked each team member to update their personal fundraising page and send five emails to potential donors.