

MS WALK

15 Tips for Recruiting Team Members

- 
- ✓ start early
 - ✓ make it fun
 - ✓ get active

Building your team for MS Walk is easy!
These tips will help get your recruitment efforts started.



1. Start early. Begin recruiting teammates as soon as you've registered your team online. The earlier you get your team members involved, the sooner you can begin planning your team's fundraising activities, build excitement, and reach your team's fundraising goal.

2. Make it personal. Once you've registered as team captain, you will not only have a personal fundraising page but also a team page. Make sure to personalize your team page with an image from a past event or fundraiser you've hosted. Share your team's story and then ask everyone to get involved.

3. Just ASK! Send an email to family, friends, and colleagues - anyone you know that you think might be interested in joining you. Let them know that this year you will be walking in MS Walk and you would love for them to walk with you. Make sure when asking them to join your team you make your ask clear, and don't forget to include a link to your team page to make registration easy.

4. Tell your story. Whether you walk for yourself, for someone close to you, or just because, let your prospective teammates know why you signed up. Let people know why it's so important to you that they help your team raise money to help end MS.



5. Impact! Canada has the highest rate of MS in the world. And when you recruit people to join your team they are joining our country's collective effort to help improve the lives of Canadians affected by MS. Let them know that the dollars they raise are invested in world-leading MS research happening right here in Canada. This research will bring us closer than ever to a cure for the disease.

6. Get active - socially. Short and sweet posts with a link to your team's page is all it takes. Facebook, Twitter and Instagram (or any other accounts you might have) are all great tools to reach a broader audience. Update your status and send tweets telling your networks about MS Walk and ask them to join your team. Don't forget to include a link to your team page.



7. Gather your group. Are you part of a club, team or church group? Motivate your fellow members by launching a competition with other groups like yours in your town. A little healthy competition is always fun!



8. Make it corporate. Approach your colleagues at work and put together a company team. It's a great team building experience.

9. Extra! Extra! Read all about it! Put an article in your internal company newsletter and decorate your office bulletin board with information about MS Walk. It's a great way to recruit colleagues to join your team.

10. Make it fun! Excitement is contagious. Continuously update everyone on your efforts, successes of different team members, fundraising, and milestones reached. They'll see how committed you are and will want to be part of the success!

11. Don't forget to ask for help. When recruiting friends and family to join your team for MS Walk, be sure to ask them to also recruit a teammate.



12. Who doesn't like a party? Host a team kick-off party or happy hour. Provide some snacks and invite your friends, family and co-workers. Tell them about the event, why you're involved, and encourage them to join your team. If possible, have a computer available so folks can register for your team right there.

13. Kids can do it too! Why not be the team captain a of team of both parents and kids? Invite your kids' playgroup or Sunday School class - no one fundraises more effectively than an excited seven-year-old.

14. We are family. Studies show that the easiest group to appeal to is family. Ask your parents, siblings and cousins, and let them know you're leading a team for MS Walk and you think it would be really awesome if they joined you. If they can't join you, ask them to donate - they'll jump at the chance.



15. Two brains are better than one. One of the first people you should think about recruiting is a co-captain, between the two of you, you'll have lots of connections to reach out to. Not only will they help with finding folks to join your team, but they can also help you inspire and motivate your team members.