

TEAM CAPTAIN GUIDE



 Northwell™
**WALK TO
RAISE
HEALTH**

Welcome *and* Thank You!

As a Team Captain for Northwell's Walk to Raise Health you have stepped up and shown that you're committed to raising health in your community and you're ready to motivate others to do the same. Thank you for being a true leader and an inspiration for your teammates!

We've assembled this guide to provide you with simple tips and tools to get started with recruiting, fundraising, and organizing your team.

For questions, you can email us at walk@northwell.edu. Thank you for being a Health Raiser!

Northwell's Walk to Raise Health Team



GETTING STARTED AS A TEAM CAPTAIN

Set up your team page

- Share a compelling story on why your team is walking and include powerful images to inspire others to join and support your team.
- Watch our [Tutorials](#) for instructions on how to use your page and dashboard. Learn how to update your page, assign co-chairs, send email invites, and more!

Set a fundraising goal

- Your team will be more likely to take action and fundraise if a goal has been set and communicated with members.

Recruit team members

- Ask your personal and professional networks by email, text, social media, phone or during in-person gatherings.
- Ask each team member to recruit a minimum number of people themselves.
- Follow up! Sometimes people need reminders, don't be afraid to reach out more than once.
- Select a co-captain(s) to increase involvement and assist you with captain duties.

Maintain regular communication and engagement with your team

- Start an email chain, group text, or Facebook group for regular communication and interactions.
- As new members join, send introductory welcome emails.
- Answer any questions your team members may have to get started.
- Plan activities, outings, or challenges with your team members to build rapport and encourage fundraising.
- Send updates on the team's overall fundraising progress.
- Show appreciation by publicly highlighting individual members on their fundraising or recruitment efforts.
- Remind them of the fundraising rewards for individuals and teams.



PLANNING AND RESOURCES

Plan for your Walk

- Coordinate a meet-up time, location and transportation plans. Your team may even want to coordinate fun, matching outfits for Walk Day.
- Take lots of photos and use the hashtag [#NorthwellWalk](#) or [#WalktoRaisehealth](#) when sharing on social media!

Helpful resources

[Fundraising Guide](#): For specific fundraising tips.

[Fundraising Resources](#): To download social media graphics, flyers, offline donation forms, change jar labels, and more.

[Tutorials](#): For videos on navigating your participant dashboard and fundraising pages.

[Frequently Asked Questions](#)



WESTCHESTER

Supporting innovative adolescent behavioral health programs at Northern Westchester Hospital

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May 18, 2025

REGISTER TODAY!

northwellwalk.com/westchester

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JOIN MY TEAM

northwellwalk.com

MAY 18, 2025

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BINGO

I'm raising funds for Northwell's Walk to Raise Health

Help me fill the board by making a donation to my fundraiser to raise health in my community

\$10	\$25	\$50	\$100	\$5
\$5	\$20	\$50	\$20	\$15
\$10	\$25	\$50	\$100	\$10
\$50	\$15	\$5	\$20	\$20

Venmo _____
PayPal _____
Cash App _____

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EAST END

Supporting Peconic Bay Medical Center's Breast Health Programs and the new Emily Roy Corey Center for Women and Infants

DONATE

Every penny, every dollar gets us closer to our goal.

northwellwalk.com/eastend



30 DAY FUNDRAISING CALENDAR

Follow these simple steps to reach and exceed your fundraising goal!

MON	TUE	WED	THU	FRI	SAT	SUN
01 Announce a month-long raffle or contest for donors	02 Add your fundraising page link to your social media bios	03 Upload your contacts to your participant center & email	04 Upload your contacts to your participant center and send them an email.	05 Donate to your own fundraising page	06 Post a pic on social media doing a training walk and ask for donations	07 Tag and thank your donors publicly on social media
08 Hang posters at work or in your community	09 Send a follow-up donation email to co-workers	10 Post a reminder about your raffle or contest	11 Share your fundraising progress on social media	12 Host a game night and charge admission	13 Walk X amount of steps & ask supporters to sponsor a step	14 Tag and thank your donors publicly on social media
15 Share our fundraising bingo board to your IG stories	16 Send follow-up donation text or email for donations to family and/or friends	17 Post a reminder about your raffle or contest	18 Share your fundraising progress on social media	19 Host a fitness class and charge admission	20 Post a pic on social media doing a training walk and ask for donations	21 Tag and thank your donors publicly on social media
22 Sell baked goods at work	23 Offer to complete fun challenges like in costume, while singing, doing the Macarena, etc when donation milestones are reached.	24 Post a reminder about your raffle or contest	25 Share your fundraising progress on social media	26 Host a house party and charge admission	27 Encourage friends to donate the cost of their coffee or daily treat for a day.	28 Tag and thank your donors publicly on social media
29 Donate money from your change jar to your page	30 Announce your raffle or contest winner!	Northwell WALK TO RAISE HEALTH				

FUNDRAISING REWARDS

Northwell Walk T-shirt



Raise \$100

Travel Tech Organizer



Raise \$200

Water Resistant Wireless Speaker



Raise \$400

Individual fundraising rewards

In-person walkers can pick up rewards on Walk Day, May 18 at your Walk location. For virtual participants, rewards will be mailed after fundraising concludes on Friday, June 6.



Fleece Sweatpants



Pocket Hoodie



Jersey Polo

Top fundraiser rewards

The top individual fundraisers at East End, Jones Beach, Staten Island, Port Jefferson, Westchester (Northern Westchester Hospital) and Westchester (Phelps Hospital) will have the option to choose from one of three exclusive items!

Team fundraising rewards

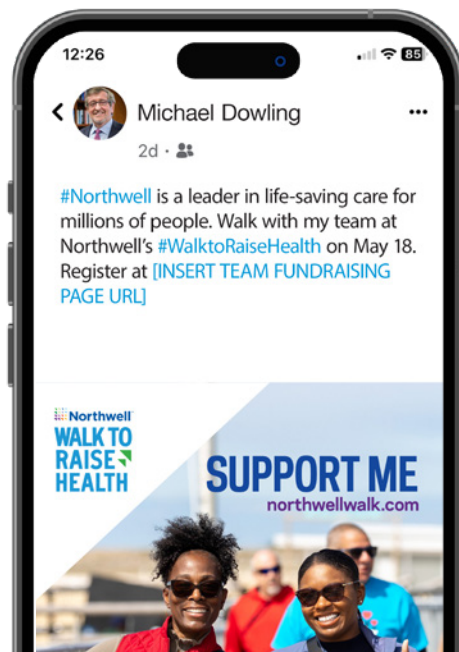
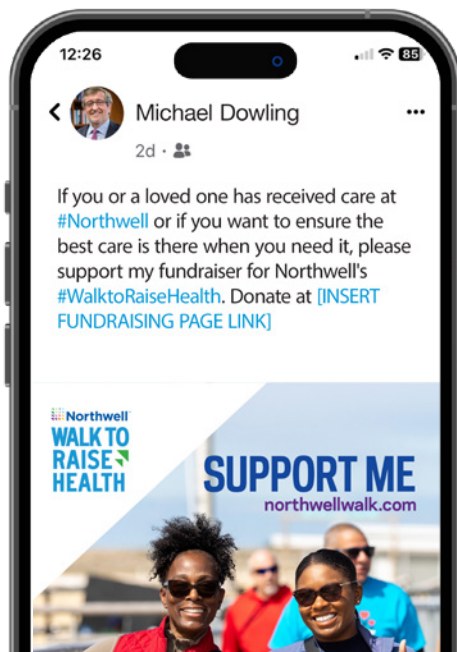
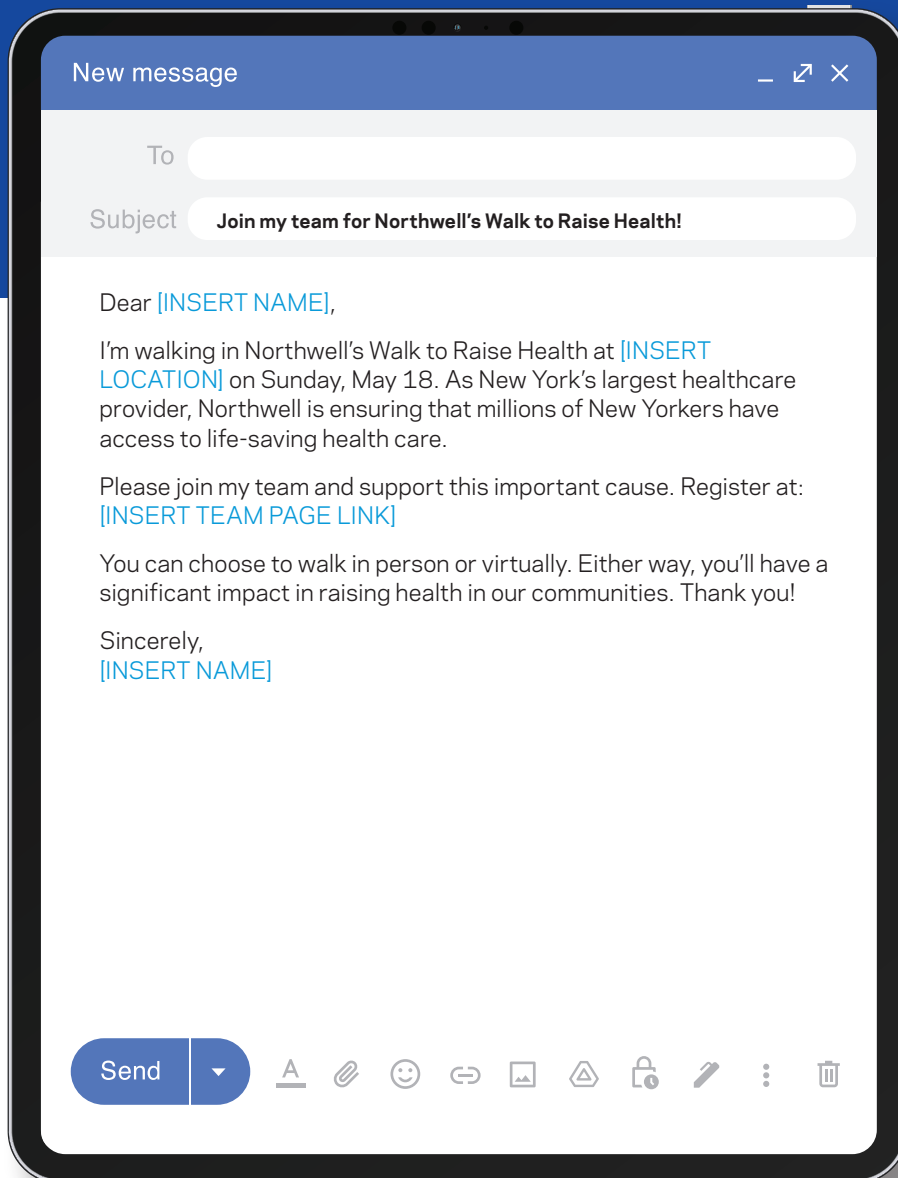
Teams who raise \$2,500+ at Jones Beach and Staten Island, or \$1,500 at East End, Port Jefferson or Westchester, will join the Grand Club!

Members of the Grand Club can look forward to special perks, including access to our VIP Team Tent on Walk Day, and recognition on our website!



SAMPLE COMMUNICATIONS

Sample email and social posts





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QUESTIONS?

Call: (516) 321-6331

Email: walk@northwell.edu