

---

## You Are A Team Captain!

Congratulations on agreeing to be a Team Captain for *Walk Like MADD*. It's our Team Captains that will bring the people, the money and the impact to our event. In this handbook you'll find out how to put together a team, recruit team members and teach them to be great fundraisers. Get ready for a great experience where *Walk Like MADD* participants:

- 1) remember what or who brought them there,
- 2) feel inspired and be empowered, and
- 3) make a commitment to end drunk driving, drugged driving and underage drinking.

### What is a Team Captain?

Each team has a Team Captain. The Team Captain is the leader of the team. He or she is responsible for recruiting team members to the team. Your team might be made up of co-workers or family members. Or, you might want to form your team around a group of friends or officemates. If you're the Team Captain, your team will most likely be a collection of people you invite to participate in *Walk Like MADD*. Team members do NOT need to be athletic... this is not a race. They just need to have an interest in helping MADD put an end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking.

Participants raise money prior to the event by soliciting donations. The easiest way to raise money is for team members to set up a personal fundraising page and send out e-mail blasts. Supporters can donate online or by traditional means (cash or check). The goal is for each individual to raise at least \$100 prior to the event. Of course, overachievers are always welcome and we will recognize those who go above and beyond.

### Checklist

A Team Captain is someone who is passionate about the mission of the organization, and can recruit others to participate, raise money or both! **Here is your to-do list:**

- Set up an online team fundraising page.
- Set a goal for how many people you want to recruit to your team (6-10 is a good amount).
- Set a goal for how much money your team will raise.
- Hold a team meeting. Tell them about the mission of MADD and what to expect with *Walk Like MADD*. Set the team's fundraising goal together.
- Break goal into bite-sized pieces. For example: Goal of \$1,000 = 10 team members each raise \$100; Each team member asks 10 people to give \$10 each.
- Recruit your team members. Get a commitment from each team member (Yes... I'm in!).
- Brainstorm on a team name. It might be in tribute to someone you know who has been impacted by drunk driving, drugged driving or underage drinking. It might be the name of your company or family or special group. The team name should say something about what brought you together.

---

### You Are A Team Captain!

- Make sure every team member has your team's fundraising page URL to create their individual online fundraising pages.
- Serve as a liaison between MADD and your team members.
- Give team members ideas on how they can fundraise (letter writing, e-mails and personal asks are most effective).
- Organize a team fundraiser, like a carwash or bake sale. It will raise money and it will also build team spirit!
- Celebrate successes of your team, and share what's working.
- Communicate event day expectations and logistics so everyone knows what to expect.
- Write thank you's to your team members after the event to thank them for participating.



## Set A Goal

Teams that set fundraising goals for their team raise more money than those that do not. Once you commit to be a Team Captain, you'll want to pull together potential team members and set a goal. Whatever your goal, break it down so everyone on the team has a personal fundraising target. MADD would love to see every team raise at least \$1,000. With ten team members, that's \$100 per team member. That equates to each team member asking 10 people to give \$10 each. See... when you break it down it's doable!

TEAM GOAL:	\$	
# of team members:		Divide by team goal to get \$ per team member
\$ per team member:	\$	This is how much each team member needs to raise to reach the team goal
Ways to get there:		One generous relative makes one big donation... or 10 friends give up their coffee habit for a week and donate the money to MADD!

Make sure your team is a manageable size (6-10 members). When your team gets too big, some of the members tend to not raise money. If you work for a company where a lot of people want to participate, consider two teams that can compete against each other but walk together. The more team members you recruit, the more people you have raising money. It's very effective! If you are bringing together friends and have several families, have each family member set an individual goal. We all have different networks of potential donors.



---

## Build A Team... And Name It

Determine what kind of team you will captain. You have many circles of influence, you just have to determine around whom you will build your team. Here are some ideas:

- Employer (co-workers)
- Neighborhood
- Family (a family reunion)
- Friends (Girls Day Out!)
- School or college
- Kid sport teams
- Service club
- MADD victim or advocate
- Anyone, really!

It's always more fun if your team has a name. When you get your team together to determine your goal, brainstorm on what your team name will be. It can be your company (good marketing), something serious (a connection to the mission) or something simple. Invite team members to help with naming the team. It's a way to engage them and it's a good team builder.

Tap into the opportunity to have a past team captain mentor you! Ask about getting paired up with a Team Captain Mentor who can show you how to set up your team page, inspire you with fundraising ideas, and help you motivate your team members to reach your fundraising goal.



---

## How to Register Online

The online registration website is easy to navigate. Here are a few simple steps to get your team registered, and your team members raising money!

1. Go to [walklikemadd.org](http://walklikemadd.org) and click "**View More**" under "**Upcoming Walks**"
2. Search for your WLM event and select it
3. Click "**Register**" and enter in your information on the "**Get Started**" page
4. After you leave the "**Get Started**" page, you will then continue to the next step and go to the "**Registration Type**" page. You will select your participant type and under "**Role**" select "**Create a Team**". You will then be prompted to select your "**Team Type**" and enter the "**Team Name**". When you name your team make sure your team is easy to identify. If you are building your team around your employer, you might want to include that in your name.
5. You will then follow the rest of the registration process steps! Go team!
6. Instruct your team members to register online, too. They can select "**Join A Team**" and then "**Search**" to find your team! Once they have selected your team they will be able to "**Continue to Next Step**" and follow the rest of the registration process steps!
7. Now send out communications to your team members from the online fundraising site to invite them to join your team.
8. Don't forget to send out email blasts to your network so you can lead by example with your fundraising efforts!

### Online Fundraising

Once you register as a Team Captain, you'll want to send your team's fundraising page URL to your potential team members so they can sign up to be on your team. Then, encourage your team members to create a personal page. This is an important tool for you to tell people about *Walk Like MADD* and give them a simple way to donate. It's also fun to track your progress towards your team's fundraising goal. If you hit the goal early, you might want to adjust it upwards!

An email blast is the most effective way to raise money. Most team members will blast it out to their inner circle the first time. Encourage them to then hit their outer circle (who is on your holiday card list?). And don't forget the people you see on a regular basis. A blast asking for support from your doctor, dentist, vet, insurance agent and others can prove very effective! And since most people are busy and receive a lot of emails, you might have to send a reminder before you get a donation. Remember, you are giving them an opportunity to support the mission of MADD!

### Team Fundraising

While individual fundraising is effective, team fundraising is fun! A combination of the two will help your team reach its goal and get excited for *Walk Like MADD* at the same time. Team fundraisers are excellent for building team morale and getting pre-event publicity.

If you learn the hidden talents of your team members, you'll be able to come up with some great ideas for team fundraisers. Make sure you engage your entire team and don't try to organize it all yourself. That's what your team is for -- so utilize them. The more you engage them, the more fun you'll have at *Walk Like MADD*.








---

## Recognition Program Rewards Your Efforts

Research shows that fundraisers can be motivated to raise more money when we give them something to strive for. We call this our Recognition Program. Encourage your team captains to get their team members actively raising money. There are many different levels of fundraising and when you reach a level, you earn that prize. When you reach a higher level, you can select a higher prize. It's great motivation for participants to send out another blast of emails.

The prizes reward participants for their fundraising efforts. We select wearable and usable items with the *Walk Like MADD* logo so your prize helps market and promote MADD after the event is over. It also serves as a way to raise awareness in the community. So when you proudly wear your prize be sure to be prepared to talk about your *Walk Like MADD* experience. You might just recruit a new fundraiser or volunteer for MADD! Check out the flier!

**WALK like madd** 2018 RECOGNITION PROGRAM

 \$150 Cinch Pack	 \$250 Knit Beanie	 \$500 3/4 Sleeve T-shirt Available in Unisex Sizes
 \$750 Full Zip Hoodie Available in Unisex Sizes	 \$1,000 Workout Duffel Bag	 \$1,500 Endurance Softshell Jacket Available in Unisex Sizes
\$2,500 Umbrella, Chair and Cooler Combo		\$5,000 Wagon Cooler

Mothers Against Drunk Driving (MADD) Walk Like MADD recognition items are based on the money turned in by walkers or participants (cash, checks, credit card donations) by the deadline (30 days post-event). Teams/donors or NON participating donors do not qualify for recognition items. Walk Like MADD recognition items are not cumulative. MADD reserves the right to substitute an item of equal or greater value or to change the recognition item at any time. Redemption certificates must be redeemed within four weeks of receipt.

---

## 10 Ways to Raise \$100 (or more) in 10 Days (or less)

- 1. Email Friends and Family.** Send emails to everyone you know asking for their support in the form of a donation! Set up a personal fundraising page (your team captain will tell you how). Import your address book, use one of our email templates (or create your own), track results, and follow up. Soon, credit card donations will start rolling in. Go ahead... it's easier than you think!
- 2. The Mighty Pen.** Send a letter in the mail to friends, family, business associates, vendors, doctor, dentist, insurance agents, hairdresser, congregants, and co-workers asking for support. Let them know why you are involved in *Walk Like MADD*. If you have a personal connection to MADD, share your story! Don't forget to send a thank you note once they donate.
- 3. One a Day.** Take your one-a-day vitamin and make your one-a-day ask! Each day ask a different person to make a contribution. Did you know the main reason people don't donate is because they were never asked? Depending on your fundraising goal, you may want to do it for multiple weeks, or ask for larger gifts. The possibilities are endless!
- 4. Kid-Sitter / Pet-Sitter.** Do your neighbor a favor... all in the name of raising money for a good cause! Ask for a donation to take care of a neighbor's pet while they are away. Offer to watch the neighbor's kids so they can go on a date. Your "kid-sitting" money bring you closer to your fundraising goal!
- 5. Clean House.** It's said one person's junk is another's treasure! Put that philosophy into motion by cleaning out your garage or home and holding a yard sale. Instead of asking people to pay for the goods, ask them to make a donation to your *Walk Like MADD* team! Ask your friends and neighbors to donate their stuff, too. People tend to be very generous when they know your hard work is helping to raise money for a great cause.
- 6. Shout It from the Rooftop.** Let your social circle (or social media circle!) know that you are participating in *Walk Like MADD*. Post it in your break room. Put it in the church newsletter. Share your fundraising page link on social media. Let people know your goal and how they can help you get there. Don't forget to tell them why you are participating in *Walk Like MADD*.
- 7. Double the Money.** Many employers offer matching funds programs. Inquire with your personnel/HR department to complete the paperwork required to get your gift matched. It's an easy way to make a little effort multiply in the form of MADD donations!
- 8. Talk It Up.** Make your meetings work for you! Ask for a few minutes on the agenda of any meetings you attend. Explain why you are participating in *Walk Like MADD*, and ask for everyone's support. Even small contributions will push you closer to your fundraising goal. If you are dedicating your efforts to someone special, tell that person's story.
- 9. Celebrate.** You love the birthday cake and ice cream, but don't really need anything else? Here's an idea to put those gift givers to work fundraising! Tell your family and friends that in lieu of a traditional gift, you would like them to make a donation to your WLM fundraising page.
- 10. Don't Miss An Opportunity.** Change the recording on your voicemail or answering machine to mention *Walk Like MADD* and how callers can make a donation. Then, when you call people back, ask them to sponsor you. Ask for support in your signature line on emails you send out. Be sure to include your *Walk Like MADD* fundraising page link in your signature so it will be easy for them to donate.

Roadmap to Raise \$500





---

## Wrap Around Events

These events are designed to help raise funds for your *Walk Like MADD* team. These activities can have little to no expense and can be hosted at your workplace. Check out the ideas below and prepare to knock your team fundraising goal out of the park!

1. **Dress Down Day.** Designate a work day to allow employees to wear jeans or casual clothing for a \$5 or \$10 donation.
2. **Bake Sale.** Hold a bake sale at your office! This makes for a great and tasty WLM fundraiser!
3. **Restaurant Night.** Work with a local restaurant to designate a portion of the day's proceeds to benefit your *Walk Like MADD* team.
4. **Silent Auction.** Work with local businesses to donate items and host a company silent auction.
5. **Make Change.** Ask co-workers to bring in all of their loose change.
6. **Office Space.** Auction off an empty office space for those in a cubicle.
7. **Car Wash.** Host a company car wash at your building.
8. **Happy Holidays.** Provide holiday gift wrapping service to co-workers.
9. **Flowers.** Sell single flowers surrounding Valentine's Day and Mother's Day.
10. **Donation Jars.** Set up donation jars at the office and other high-traffic locations.
11. **Reserved Parking.** Raffle off reserved parking spots.
12. **Ice Cream Social.** Get everyone together for an ice cream social. This is a great time to have a donation jar and recruit more team members!

