



RETENTION & RECRUITMENT

FOR TEAM CAPTAINS



CONTACT US TODAY FOR MORE INFORMATION

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RETENTION

SEND EMAILS TO YOU PAST TEAM MEMBERS AND EMAIL LISTS

- ✓ **MENTION** what the team raised last year.
- ✓ How your **TEAM SUCCESS** contributed to the success of the event.
- ✓ Mention **FUNDRAISING GOALS** for this year!
- ✓ **PHOTO OF TEAM** at the event last year.
- ✓ **CALL TO ACTION TO JOIN TEAM**; include link to register





RECRUITMENT

GET YOUR COMPANY INVOLVED

- ✓ Post in **COMPANY NEWSLETTERS** about joining your team!
- ✓ Put poster/business cards in **CO-WORKERS MAILBOXES**.
- ✓ **HANG THE COAST TO COAST CHALLENGE POSTER IN YOUR OFFICE:** Ask the event team for a custom poster with your team's URL
- ✓ Add your **EVENT PAGE URL TO YOUR EMAIL SIGNATURE** with company's permission.
- ✓ **CREATE BUSINESS CARDS WITH THE TEAM URL** to hang out when talking about the event. *(ask the event team for help in creating a custom business card)*
- ✓ **CREATE "LUNCH & LEARN" OR HAPPY HOUR EVENT** to educate co-workers on the event and joining your team!

POST CALL TO ACTION TO SOCIAL MEDIA

- ✓ Always direct **NETWORK TO YOUR TEAM PAGE** to join you.
- ✓ Put **COAST TO COAST CHALLENGE GRAPHICS AS YOUR PROFILE PICTURE** and cover photo leading up to event. Check out our website for graphics to use!
- ✓ **POST ABOUT THE MG WALK** once every 1-2 weeks leading up to the event.

ENGAGE YOUR TEAM

INCREASE YOUR TEAMS ENGAGEMENT!

- ✓ **ENCOURAGE TEAM MEMBERS TO UPDATE THEIR PERSONAL PAGES** with their connection and a photo, send an email, and post to social media
- ✓ **SET UP INCENTIVES** with your team to motivate them to increase their fundraising efforts
 - **EXAMPLE: Raffle for an iTunes gift card and earn entries by:**
 - Raising your goal to \$500 or more
 - Updating your page with story and photo
 - Sending emails to at least 5 people
 - Making a self-donation
 - An entry for every \$25 raised
 - Post to social media (create a hashtag for easy tracking)
- ✓ Encourage teams to **SHARE MG UPDATES FROM THE COACHING EMAILS** with their own networks
- ✓ Send team updates every 2 weeks and **HIGHLIGHT TEAM MEMBER SUCCESSES**