



THE TEAM CAPTAIN'S GUIDE TO SUCCESS



THANK YOU FOR
COMMITTING TO BEING A
TEAM CAPTAIN FOR THE 7TH
ANNUAL POLKA DOT TROT!

GETTING STARTED

We hope this toolkit helps you get started on the path of recruiting, fundraising and engaging your team. Below are steps to engage your entire team and get the ball rolling toward success. We encourage you to share these steps with your teammates too.

REGISTER: Form a new team or re-form a past team by signing up for the event online at www.polkadottrot.ca. Make a self-donation when you register to kick-start your fundraising!

RECRUIT: Ask your family, friends and co-workers. Let them know that registration is open and they can join your team. Send them a link from your Fundraising Center to make it easy!

FUNDRAISE: Set a team fundraising goal and talk with your team members about your expectations from each of them and how you're going to achieve this goal. Talk about new ways to rally together to raise critical funds during these new times.

MONITOR & CELEBRATE: Keep track of your team's progress and let them know how you're moving towards your goal. Spotlight team members who are fundraising well and call out the bigger donations.

ENGAGE & EDUCATE: Be sure your team knows where to find fundraising information and resources. Encourage them to fundraise using their online personal fundraising pages.

CHALLENGE: Challenge each returning team member to raise more than they did the previous year(s).

EMAIL: Send recruitment and fundraising emails from your Fundraising Center on the website and personal page.

GET SOCIAL: Connect your Fundraising Page to your Facebook account and watch the donations roll in! Encourage your teammates to do the same.

BUILD TEAM SPIRIT: In addition to encouraging your team to fundraise, think about what works best for your team to get them excited about being a part of this amazing event.



MOTIVATING YOUR TEAM

The Team Captain's role is to engage, inspire and encourage your team members. Check in with them on a regular basis and help them achieve their fundraising goals in the following ways:

- Establish communication channels for your team, such as a text, email or social media group.
- Introduce new team members as they join.
- Update the group on progress towards team and individual fundraising goals.
- Share tips and tricks and ask team members who have been successful fundraisers to do the same.
- Celebrate strong fundraisers, large donations and milestones achieved.
- Share inspiring stories from team members.
- Create some friendly competition or reward program to inspire your team.

Find ways to reward things like: Making a self-donation, personalizing their online Fundraising Center, getting their first donation, getting the largest donation to date, raising the most money in a week, sending out the most fundraising emails and accomplishing their goal!