

Tips for Team Captains

Over the years we've had some amazing team captains in events like the **The Grand Parade**, and we've learned a lot from them about how to do it well. So, here are some valuable tips to help you in your important role as Team Captain...

CAPTAIN

THE Grand PARADE

- FUN FACT -

Did you know that Team Captains are the

heart & soul

of each and every TGP event!



As You Get Going

Know Your Role.

There's no use pretending otherwise – **your role is a multi-tasker's dream.** You are recruiter, coach, parent, trainer, banker, fundraiser, nurse, organizer, communicator, and above all, cheerleader. That's what you signed up for, so embrace the opportunity! Think big. You can do it.

Choose a Cool Team Name.

If you are recruiting from a church or charity, choose a familiar name. Avoid using short generic names like "ABC School" unless that's really how everyone knows you. Otherwise, go nuts – **make it fun, and funny!** We have seen hundreds of creative cause-related names – join the hall of fame and make your team stand out. And once you've chosen it, stick with it.



Be Sure to Set a Good Fundraising Goal for Your Team.

You absolutely, positively have to set a fundraising goal for your team. The default goal for teams is $2000, and represents the average team result of 8 walkers raising $250 each. But hey, **don't settle for the average** – pick a goal you want and go for it! Let every walker you recruit know this goal from the get-go so they know what you expect from them.

Choosing Team Members.

Make a list of potential team members first. Consider the list below for some good starting points. Don't ignore anyone, and remember that your default isn't professional parade walkers, it's people who will make fun team members and who care about the cause you're walking for.

- Spouse/partner
- Mom and Dad
- Neighbours
- Boss or pastor
- Church friends
- Small groups
- Kids/siblings
- Co-workers
- Friends
- Classmates
- Social pals
- Sports team



During the Campaign

Build Some Buzz.

If you're on Facebook, change your profile picture to one of the TGP profile pics posted online under TOOLS at **thegrandparade.org**. Get some team shirts made with your team name on the front or back. Set up a team Instagram account and bother everyone with your inane and sincere snaps about your team campaign. Host a meaningful dinner event for your team to attend and spend an hour talking about the cause you're walking for. **Build some buzz and your team will love you!**

Get Together.

If your team lives nearby, **make a point of getting together before Event Day** if you can. Host a team dinner. Maybe do some epic walk training together for the day and share dinner with family afterwards. Meet for coffee to talk about your fundraising goals and ideas at work/sports/church/whatever.

Lead by Example.

Captains are leaders – if you expect your team members to raise funds, you'd better set the example. So jump right in and get your fundraising campaign going first! An easy way to start is to give to yourself – show them you're serious. **Your team will follow when they see you busting your butt.** Make sure you post all of your pledges online and encourage your team members to do the same – this adds to your scoreboard total and increases momentum.

Make (But Don't Take) Everything Personal.

When was the last time you answered a mass email you were copied on? (Silence) Exactly. So don't send any of your own. If you want someone to join your team, you need to invite him or her **personally**. Email is fine, but a phone call is 10x better, and face-to-face is even more better-er. But remember, never take a 'no' personally – just smile and move on.

Use Your Fundhub.

Our online system makes everything easier. You can recruit all your team members, track all your personal and team donors, message and email team members, track your personal and team fundraising results and enter all your cash and check pledges online as well. **It's all there!** Use it, and you will become fabulously rich – the best kind of rich, where you get to give all the money away.

Communicate Weekly.

Email your team every week with a **short blast**. Don't write an essay – it's just an update to keep your whole team in the loop on a weekly basis. Here's a few ideas to start you off:

- Current team fundraising total
- New team members and profiles
- A team member who had a great week
- Future events, get-togethers, etc.

Event Day

Arrival + Check-In.

Make sure your team knows when and where to gather together on Event Day. Set a firm arrival time and make sure every team member knows what is required of them (bring your money, pledge sheets, etc.). If possible, set a time to leave on your walk together, even if you're walking different distances. Your main goal is to **keep people connected and cared for**, so make sure everyone is happy before heading out on Event Day.

Share Your Cell Number.

Make sure your team has your cell number on Event Day – print off a sheet for everyone with instructions. This will let your team connect/call/locate/harass you all day as required... which is good! You don't want any of them loitering around the welcome table all day like lost puppies.

Take a Team Photo.

Gather the team and **snap lots of pictures** before (and after) you start walking. If you're feeling extra-motivated, make copies of the best picture for everyone with a handwritten 'thank you' note.



How Do I Become a Team Captain?

Visit thegrandparade.org and click the **Register** button. Then, after selecting your location and signing the waiver, you can select a registration type, click on **Create a Team** and follow the instructions from there.

How Do People Join My Team?

People can join your team by visiting your Team Page. There's a big **Join Team** button at the top of the page - once they click and follow the instructions, they're all set!

Stay + Cheer.

Yes, this is also a must – **gather your team and celebrate your hard work** and team effort by eating together after TGP is over. Keep in contact with each team member, and encourage those who finished early to hang out, watch, and cheer for the late arrivals as they finish up their walk – support is what teams are for.

bluesea FOUNDATION

Blue Sea Foundation is a registered Canadian charity (819882655 RR0001) that exists to help other charities thrive financially by providing easy access to profitable turn-key fundraising events and services, like **The Grand Parade**, the **Coldest Night of the Year**, **Steps for Pets** and the **Ride for Refuge**.

THE Grand PARADE

life is grand.
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