

WELCOME TEAM CAPTAINS!

Thank you for joining the online fundraiser for (org name)! This kit is designed to provide you with the tools you will need to make your team's experience fun, successful and rewarding. Whether you are joining us as a Captain, or team member you will be playing an important role in helping to make this year's event exceed all expectations!

Team Captains:

As a Team Captain, your main responsibility is to motivate and encourage others to join your team. There are no limitations regarding who can join your team, so be sure to invite friends, family, neighbors, co-workers....anyone who cares about our community. Once your team is in place, you will then act as the key liaison between your team members and the event organizers.

Step 1: Register

Register online and create your team by visiting: (insert FAF link here)

For questions about registration or team creation, contact (insert org's email address here)

Step 2: Set Goals and Fundraise


During the registration process, you will be asked to set an optional team goal. While we have not set a fundraising goal for you, we encourage Team Captains to set a dollar goal for your team. Share your enthusiasm and excitement with your team as you work together to reach your fundraising goal.


Step 3: Recruit Team Members


Once you have registered, use your Personal Headquarters to recruit team members. One important thing to remember, whether you are recruiting team members or fundraising, is to JUST ASK! Recruit your family, friends, co-workers and neighbors to join your team. When you find new team members, encourage them to invite their own family, friends, co-workers and neighbors. There is no limit as to how many people can join your team, and you will be surprised at how quickly your team can grow!

Welcome, Tammy Captain!
New to your Headquarters?
[Start here!](#)

Download the Mobile Fundraising App

Available on the iPhone


Available on Google Play





My To Do List
[Build/Edit my Webpage](#)
[Send Emails to Friends and Family](#)
[Enter Offline Donations](#)
[Edit my Profile](#)
[Edit my Login/Password](#)

Fundraising Statistics

- My Fundraising Goal: \$0.00
[Change My Goal](#)
- Money Raised to Date: \$0.00
[View My Reports](#)

100%
50%
25%



Last Five Days ▾

Total for Range: \$0

No Donations Available

Email Statistics

- Emails Sent: 0
[Send More Emails](#)
- Visits to My Pages: 0
- Number of Donations: 0
- Number of Registrations: 0

Team Statistics

Go! Team Tammy's Team!

- Team Members: 2
- Team Fundraising Goal: \$1,000.00
- Team Raised to Date: \$0.00

Are you a team captain?
[Send an email to your team](#)

Your Personal Headquarters provides all of the tools necessary to recruit and fundraise.

The first area within your Personal Headquarters contains your To Do List. Here, you can edit your team's webpage, send emails to friends and family asking them to join your team or to donate, and much more!

Notice that you also have a snapshot of your team's statistics and overall fundraising goal.

My HQ | My Webpage | Email | Reports | Tools | Volunteer Projects | Gadgets

Edit Personal Page | View Personal Page | Edit Team Page | View Team Page | Edit Team Donation Page

Edit your Personal Page

Header Text:

Line 1:
Welcome to the Donation Page of

Line 2:
Team Captain


Do you want a Video or Image? ▾

Webpage image
You may use the default image or [select](#) an image from the library or [upload](#) your own.

Webpage Text
You may use the default text for your page or [select](#) from the text template library.

Preview webpage
View your page as others will see it!

Finish webpage
To complete your webpage or to save changes, click Submit.



Click **My Webpage** to change the text and images that are associated with your fundraising page.

Notice that as a Team Captains, you are able to edit both your personal fundraising page as well as the Team Page.

My HQ My Webpage **Email** Reports Tools Volunteer Projects Gadgets

Send Email Address Book Import Email History Log Logout

Captain's Email Center

Compose your email here and send it off to your current/potential donors. Create your own email message or select a template.

Compose Email Message

To send an email, use your address book to select existing addresses or create a new one.

From: Tammy Captain **Sender Email:** thatcou@hotmail.com

* Required Information

[Explain](#) [ADDRESS BOOK](#)

Greeting * **Recipient Email ***

You can send this email to up to 30 people! **Total recipients:** 5

Template: Ask for donations (c) [Save As ...](#)

(c)common template (p)private template

***Subject:** Please help me support IRC Organization

Highlighted Message: This message is being sent on behalf of IRC Organization [What's this?](#)

(Your personal donation page link will be appended to the bottom of your email)

Navigate to the **Email** tab to send emails to your friends, family, co-workers, team members, anyone at all! Use the Email Center to recruit

My HQ My Webpage **Email** Reports Tools Volunteer Projects Gadgets

Donation Report General Team Donation Report Team Participant Report Logout

Captain's Donation Statistics

This is your area to check your donation status. View all your totals and watch them grow to meet your goal! To send email messages to your donors, check the individual boxes for each recipient and click "Send." You will have a chance to customize the email before sending it out.

Progress Towards Your Goal

Confirmed Amount Raised	\$0.00
Online Amount - online processing(ie. credit cards)	\$0.00
Offline Amount - (checks, cash, charge and inkind)	\$0.00
Current Balance	\$0.00

Your registration fee, if applicable, has been included in the current balance figure.
Check with the organization to determine if the registration fee is counted towards the receipt of fundraising prizes.

Team

Team Name: **Tammy's Team**

The **Reports** tab allows Team Captains to see various reports on his or her own fundraising efforts, as well as the team as a whole.

My HQ My Webpage Email Reports **Tools** Volunteer Projects Gadgets

Pledge Entry Print Donation Form Team Registration Edit Profile Edit Login Logout

Your pledge entry history is displayed. "Pending" donations refer to donations that have not been cleared by the organization. As soon as they are confirmed, those donations are marked as received and can be viewed in your donation report.

To enter new donations, click the "Enter Pledge" button. To view the details of donations that are still pending, click the "View Pending" next to the date the donations were entered.

Enter Pledge

Use the **Tools** section to enter pledges that you have received.

The **Team Registration** link will allow you to register member(s) that you have recruited for your team!

Looking for even more tips? Here are a few easy recruiting ideas to get your team building efforts off the ground:

- **Make a List of possible team members** – Invite anyone and everyone to join your team. Once they have signed up, ask them to invite others to join as well. There is no limit to the size of your team and you can keep growing your members right up until the event day!
- **Spread the Word** – Talk about the event and your team to everyone you meet. Even if there is no personal connection, your passion for in eliminating the academic and opportunity gap will be contagious!
- **Advertise** – Use corporate or neighborhood newsletters, event posters, brochures, e-mail and break-room bulletin boards to advertise your team recruitment efforts. Be creative! Make sure to always include your team name, captain’s name, contact information and the website, where people can register in anything you send out.
- **Kickoff Party** – Host a party or family gathering to sign up team members! This is a great way to share information about the event and your reasons for participating. (Do you know a student who beat the odds with help from a tutoring or community program? A teacher who benefited from training?) With everyone in one room it will be easier to ramp up the excitement and get people registered right then and there.
- **Enjoy!** - Remember, your most powerful resource when recruiting team members is your enthusiasm for eliminating the academic and opportunity gap and the March for the Dream event itself. If you are excited to get started then others will be ready and eager to join you!

TIPS to help build your team...

- **Encourage your team members to register online** using the link provided to them in their recruitment email that you will send out from your “My Headquarters” on your team page. Remember as a Team Captain you can also register team members through your Participant HQ by clicking on the Tools tab and then click on the Team Registration link.
- **Distribute copies of the Sample Fundraising Letter and Email** to team members and encourage them to send it out to their family and friends. Copies of the samples can be found in this packet and in our team member’s online participation center. Email is a fast, inexpensive and an easy way to get the word out and raise dollars!
- **Motivate and inspire your team** by sending weekly email updates or making weekly phone calls with the latest event information, fundraising ideas or team success stories.
- **Challenge another team** to see who can recruit the most members or raise the most money. Friendly competition is always a fun way to help keep your team motivated!

TIPS for Effective Fundraising

- Use the **online fundraising tools** found in “My Headquarters”. These tools are especially helpful for those individuals who don’t feel comfortable asking directly for donations.
- **Create a buddy system.** Ask someone who cannot participate on event day to help collect donations. These individuals also have the option of registering as virtual walkers and conducting their own fundraising campaigns.
- **Ask one person per day to donate** to your team. Your friends, family, coworkers, neighbors and other acquaintances are all potential supporters. No gift is too small!
- **Find out if your corporation has a matching gift program.** Matching gifts are a quick and easy way to double or even triple your donations. Encourage your donors and team members to check with their companies policies as well.
- **Hold a fundraising event to benefit your team.** The sky is the limit when it comes to creativity and can include events such as: garage sales, dog washes, car washes or bake sales.

For more fundraising ideas see the Top 10 Fundraising Tips included at the end of this packet.

HOW TO RAISE \$250 IN A WEEK

All you have to do is ASK!

DAY 1	<i>SPONSOR YOURSELF</i>	<i>\$30</i>
DAY 2	<i>ASK THREE RELATIVES FOR \$20</i>	<i>\$60</i>
DAY 3	<i>ASK SIX FRIENDS FOR \$10</i>	<i>\$60</i>
DAY 4	<i>ASK FIVE COWORKERS FOR \$10</i>	<i>\$50</i>
DAY 5	<i>ASK FIVE NEIGHBORS FOR \$5</i>	<i>\$25</i>
DAY 6	<i>ASK YOUR SPOUSE OR PARTNER</i>	<i>\$25</i>
DAY 7	<i>CELEBRATE YOUR SUCCESS!</i>	<i>\$250</i>

Plus, don't forget to use the online fundraising tools to increase your chances of success.

TOP TEN FUNDRAISING TIPS

TIP #1 – TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant, a personal fundraising page is automatically generated for you. We encourage everyone to visit their “My Headquarters” center as soon as registration is complete and personalize this page. You can set your fundraising goal, upload pictures and tell your story all on this one page. Then once your page is complete, you can send out emails to all of your contacts inviting them to join or donate to your team.

TIP #2 – CREATE A PERSONAL FUNDRAISING EMAIL

While we have provided you with easy to use email templates inside your Participant HQ, feel free to edit this template or create your own! A personalized appeal to friends and family can really go a long way. It’s important to share your story about your connection with us. And remember, to fully maximize your fundraising efforts, reach out to not only friends and family members, but also co-workers, neighbors, club members and local businesses.

TIP #3 – DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes triple donations. Check with your corporation to learn more about their matching gift program and be sure to encourage your donors and team members to do the same.

TIP #4 – Voicemail Greetings

Some have great success in receiving support and donations by changing the outgoing message on their answering machines/voicemail. You can include in your regular outgoing message that you will be participating in this year’s event, and are appreciative of supporters who join your team and donate.

TIP #5 – THINK OUTSIDE THE BOX; THE SKY’S THE LIMIT, SO BE CREATIVE

While there are some great tried-and-true fundraising tools, such as letter writing and bake sales, creative fundraising efforts will show your supporters that you are working hard to reach your goals. Think of fun ways to involve your co-workers with a jeans day or early-out day, where for a donation of \$5.00 or more, employees could wear jeans or have an early/out on a designated day. You can also host a Brown Bag Lunch Day where you ask co-workers to bring in their lunch instead of purchasing them, and donate the saved funds to your team. Finally, place a “change collection” canister or box by the office vending machines and encourage co-workers to spare their change.

TIP #6 – Post and Tweet

Inside your Participant HQ you have the ability to easily post your personal fundraising page link to your Facebook Wall or on your Twitter Feed. Shout out to your friends and followers, invite them to sign up and/or support your fundraising efforts.

TIP #7 – DON'T BE AFRAID TO FOLLOW-UP!

Sending out one email may not be enough to motivate all of your contacts to support your efforts. As we all know, most people are very busy, and even though they plan to support you, your initial request may have gotten lost in the shuffle of their lives. Sending out a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and motivate them to take action. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

TIP #8 – GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG

Dry Cleaners, accountants, doctors, hair stylists and dog walkers without a doubt appreciate your business and would be happy to support you.

TIP #9 – KEEP YOUR TEAM MOTIVATED AND EXCITED

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on your team understands that they play an important role in the success of not only your team, but the entire event! Also be sure to always send shout out's to team members using the team captain participant center sharing news about new team members, fundraising goal progress or other event updates. You can post kudos about your team members inside the Coach's Corner.

TIP #10 – THANK YOU'S ARE VERY IMPORTANT

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. Thank you's can be in the form of an email, handwritten note or phone call, but no matter the form, they should be sincere and sent out in a timely manner. Once you have thanked your donors, be sure to keep sharing your progress and important milestones (50% of your goal achieved, that you have increased your goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.