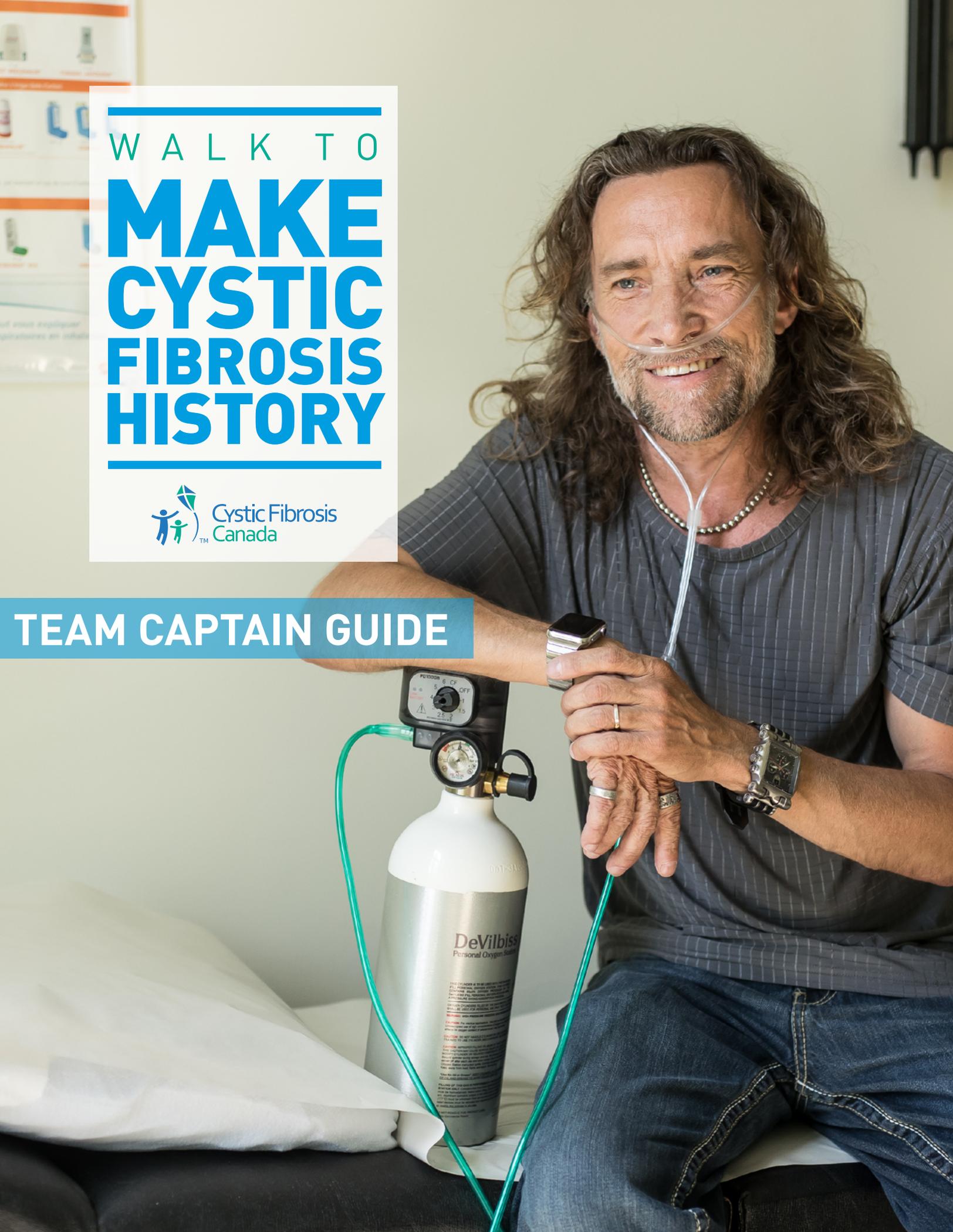


WALK TO  
**MAKE  
CYSTIC  
FIBROSIS  
HISTORY**



**TEAM CAPTAIN GUIDE**



# TEAM CAPTAIN GUIDE

## WELCOME AND THANK YOU!

Welcome to The Walk to Make Cystic Fibrosis History. Cystic Fibrosis Canada would like to personally thank you for registering as a team captain. Your leadership and passion are essential to making this event a success.

As a team captain, you provide leadership and motivation to your team. Encourage your friends, family, and co-workers to step up and join you! The purpose of this guide is to provide you with information and tools for recruitment, fundraising and engagement. You can also find great resources under the Get Involved tab at [www.cysticfibrosis.ca/walk](http://www.cysticfibrosis.ca/walk).

We appreciate your leadership and support. Together, we can make CF history!

Sincerely,

Cystic Fibrosis Canada  
1.800.378.22.33  
[walk@cysticfibrosis.ca](mailto:walk@cysticfibrosis.ca)

# TEAM CAPTAIN GUIDE

## THE WALK TO MAKE CYSTIC FIBROSIS HISTORY

The walk first began in Canada in 2005 and in 2016, more than 10,000 walkers, teams and volunteers participated and almost \$3.5 million was raised in support of cystic fibrosis research and care. The walk takes place on the last Sunday of May, to celebrate CF awareness month. This year, the walk is on Sunday May 28, 2017.

## THE ROLE OF A TEAM CAPTAIN

Team Captains are incredibly important. Your role is to:

1. Create a team name and assemble a team of walkers
2. Create a team fundraising page with a story and a picture of your team
3. Encourage team members to set up their online profiles to make it easy for their family, friends, and co-workers to donate
4. Set a team fundraising goal and encourage your team to reach that goal
5. Work with your team to develop fun fundraising ideas that you can do together
6. Thank, reward and celebrate with your teammates as your goals are met!

# TEAM CAPTAIN GUIDE

## GETTING STARTED

The growth and success of the walk can be greatly enhanced by the efforts of an outstanding walk.

Here are a few tips to help you build your team:

1. Build Your Team Profile
  - a. Build your team's online walk page. Complete your page with pictures, stories and videos before asking others to join your team. This will help build excitement and enthusiasm among your team members, and encourage others to join and support the walk.
2. Fundraise for the Cause
  - a. Visit the Get Involved tab at [www.cysticfibrosis.ca/walk](http://www.cysticfibrosis.ca/walk) to find helpful tools and resources, including:
    - i. [Pledge Form](#)
    - ii. [DIY Fundraising Toolkit](#)
    - iii. [Fundraising Ideas A-Z](#)
3. Ask Your Network to Support You
  - a. Be sure to call and email your friends, family and coworkers to support you and your team. Ask each team member to recruit three other team members. Even if they can't participate on walk day, odds are they will donate.
4. Get Social
  - a. If you are active on social media ([Facebook](#), [Twitter](#) and Instagram), use these tools to get the word out about your team. Tweet or post with a message about the walk and why you are participating. Provide a link to your team page so that people can easily register online.

# TEAM CAPTAIN GUIDE

## GETTING STARTED

5. Forward Your Message
  - a. Ask your network to email their friends and family. This will expand your team beyond your original circle.
  
6. Follow Up
  - a. Sometimes people are too busy to register when your first invite arrives. A personal phone call to let everyone know how important it is to register for the walk is a great reminder.
  
7. Organize a Kick-Off Meeting
  - a. Use this meeting to recruit members, set fundraising goals and plan some fun fundraising events. Most importantly, tell people you are participating and why.



# TEAM CAPTAIN GUIDE

## FUNDRAISING TIPS

### Set a team goal

- Decide on a team fundraising goal, and what you expect each team member to contribute to reach this goal. The importance of goals simply cannot be understated; teams who set goals are far more likely to raise funds and meet their goal. When your teammates help decide on the goal, they'll feel more pride in the outcome. As a group, discuss fundraising ideas and strategy.

### Be the first person to donate

- Walkers who make a self-donation typically raise double the amount compared to those who don't, so be the first to support your team, build momentum and excitement. Your gift will also show other donors and your teammates that you are dedicated to the cause, and excited to raise funds.

### Use the print and online tools

- Each team member can build a personal fundraising page complete with pictures and stories. Sample fundraising e-mails are available to your team, and there is a Facebook fundraising application to help you promote, engage, and fundraise straight from your profile. You will also have access to posters, pledge forms, fundraising tips and ideas and much more on the Get Involved section on the website.

### Reach out to your community and workplace

- Ask family, friends, co-workers, neighbours and other community members to donate to your team.

### Connect with your local Cystic Fibrosis Canada chapter or region

- Our volunteers and staff have a wealth of information, tools and ideas that can help you and your team get started. Call your local chapter to share fundraising tactics and/or to ask their opinion about how to best reach your goal.

# TEAM CAPTAIN GUIDE

## WALK DAY

Cystic Fibrosis Canada is excited to meet the incredible members of your team who worked hard to raise funds in support of cystic fibrosis research and patient care.

Here are a few tips to ensure that your team's big day is a great success:

1. Stay in regular communication
  - a. As event day approaches, email your team with inspirational quotes, stories and videos.
2. Host a team meeting
  - a. Arrange for a final team meeting to collect donations and pledge forms, and to establish event day logistics. Be sure to check the weather and pack accordingly.
3. Create a rally point
  - a. Pick a location to meet your team before opening ceremonies.
4. Take pictures
  - a. Capture your team's spirit in pictures that you can share with your teammates and company post-event.
5. Dress with pride
  - a. In addition to your walk t-shirt, your team may want to wear fun costumes, hats or buttons to express team pride.
6. Celebrate
  - a. Join in the festivities at your walk location. You should be proud of your accomplishments in the fight against cystic fibrosis.

# TEAM CAPTAIN GUIDE



## TEAM RECOGNITION

Recognizing your team members, their contributions and hard work is very important. There are many ways to do this but you might consider the following:

- When major milestones are reached (i.e. your team reaches its fundraising goal) – celebrate! Send an email to let people know, congratulate each of your teammates, host a team lunch – whatever you do, recognize team accomplishments.
- Create unique awards for your team and hand them out after walk day (e.g. most creative fundraiser).
- The top twenty fundraising teams in the country are listed on the walk fundraising website – make sure everyone knows when your team is on it.
- Create a thermometer to track your team fundraising efforts and post it in a common area (e.g. on your fridge at home or in your lunch room) – both your supporters and your teammates will be able to follow your progress and celebrate as your total increases.

# TEAM CAPTAIN GUIDE

## POST-EVENT

Post-event wrap up can be just as important as planning for the walk. Here are a few ideas to recognize your team and donors:

- Collect outstanding donations. Mail any post event donations to your local Cystic Fibrosis Canada chapter.
- Send a thank you note. Be sure to thank your team members and donors, let them know how much was raised and why their donation is important.
- Celebrate. Recognize your team in internal communications. Celebrate the top fundraisers, and highlight employee and friends' success stories.

Thank you for taking on this very important leadership role as a walk Team Captain. Your commitment is critical as we work together to find a cure or effective control for cystic fibrosis.

We are here to help you every step of the way. If you any questions, please contact your local Cystic Fibrosis Canada chapter, or contact the walk team at 1-800-378-2233 or [walk@cysticfibrosis.ca](mailto:walk@cysticfibrosis.ca)



# TEAM CAPTAIN GUIDE

## RESOURCES

### Sample Email to Recruit Members

Dear [Name],

Would you like to be part of the team? Together, we can make cystic fibrosis history.

Our team, [TeamName], needs your help to raise money to fund treatments and care for people with cystic fibrosis. Click here [Link to Your Team Page] to make history and join our amazing team.

If you can't join us, you can make a donation by clicking on the donate button on my team page. We hope to see you on Sunday May 28, 2017 in [Location Name].

Thank you,  
[Your Name]

# TEAM CAPTAIN GUIDE

## TEAM FUNDRAISING STEPS

Fundraising as a team can be fun and easy. Together you can think about activities to do as a team.

Here are some ideas to get you and your team started:

- **Spring Cleaning:** De-clutter your life by holding a garage sale. Make posters to let people know that sales will support the walk and CF research and care.
- **Auction:** Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services. Sell tickets for a drawing, and make sure to let everyone know that the proceeds will support research and care for those living with CF. You can even invite people for a live or silent auction.
- **Fundraising with Food:** Ask the manager at your local restaurant to donate a percentage of the day's proceeds to support your fundraising efforts. Work with the restaurant to create a flyer and make sure to let everyone in your network know. Also, consider hosting a bake sale.
- **Dress for Fundraising Success:** Consider a dress down day at the office – a \$10 donation entitles the donor to wear jeans that day.

For a list of other fundraising ideas and other tips, please visit the walk website [www.cysticfibrosis.ca/walk](http://www.cysticfibrosis.ca/walk) and click on the Get Involved tab.

A man and a woman are walking a dog on a dirt path in a park. The man is wearing sunglasses and a black t-shirt, and the woman is wearing a striped shirt. The dog is a light-colored breed, possibly a Weimaraner. The background is a lush green park with trees and grass. A teal text box is overlaid on the image.

**Good luck and thank you  
on behalf of all of us  
at Cystic Fibrosis Canada.  
Together we can make CF History.**