



FIVE HABITS OF SUCCESSFUL TEAM CAPTAINS

RECRUIT A CO-CAPTAIN

Split the workload

Especially helpful when planning internal fundraising events, tracking fundraising goals, and distributing Team Kits.

Widen your network

Now that your team can host Riders, Runners and Walkers, consider recruiting a captain who can focus on recruiting Runners and Walkers while you focus on Riders (or vice versa).

If you have multiple departments or campuses, recruit a captain from another department or office to widen your network of participants and include the whole company.

SCHEDULE A KICK-OFF

Dynamic and Engaging

A great way to build momentum, prepare for Ride day, and get the team excited to fundraise!

Adaptable

It can be a recruiting table in your staff lunchroom, a 5-minute announcement at your next all-staff meeting, or a 20 minute presentation with your ride team and supporters.

Webinars

Can't bring us to your office but don't want to miss out? Make sure your team members attend one of our webinars.

RECRUIT A SENIOR LEADER

Inspires team fundraising

Participants are driven to go above and beyond when a senior leader joins the teams

Demonstrates Support

Participation from the top displays to employees that the company is committed to the Heart & Stroke Foundation and creating more survivors of heart disease and stroke – that's a good look!

COMMUNICATE WITH YOUR TEAM

Schedule regular emails to your team members

Use content from the website or the Heart & Stroke blog to inspire and motivate

Use the Team Page and the Team Roster Report to track fundraising progress

Remember to celebrate fundraising milestones and follow-up with team members personally when they are struggling to meet the fundraising minimum.

