



Team Captain Checklist

	I have registered myself for the event. Registering online is easy
	I have set my Team recruitment goal (if I am a returning Team Captain, my goal reflects an increase in my Team size of at least 25%).
	I have created an online Team page that I will use to help me recruit my Team.
	I have written a list of potential Team members, and have invited each of them to join my Team.
	Because the Team's web page allows me to see a list of my Team members, I have personally thanked each person on my Team once they register.
	I have contacted my Team members to encourage them to invite at least one of their family members, co-workers or friends to join our Team.
	I have set a date for my Team's recruitment event (BBQ, happy hour or informal gathering). I have asked my Team members to invite their friends, family members and/or co-workers to attend and I have contacted and asked the Upstate New York Chapter to send a representative to motivate, inform and register attendees.
	I have publicized my Team by posting Walk MS brochures and posters at my office, businesses I frequent and in my neighborhood with my contact information.
	I have asked the President of my company to endorse my Team - either through a letter to staff, or a write-up in the company newsletter.
	I have set a Team fundraising goal, and have communicated this to my Team.
	I have sent out "sponsor me" emails and/or letters to my family, friends, co-workers and contacts, asking for their support of my Team. I've encouraged my Team to do the same.
	I have made a list of possible Team fundraisers, and picked a date for one of these events to take place.
	I have checked to see if my company has a matching gift program.
	I have tracked my donations, and have thanked my sponsors.
	I have asked businesses I frequent to sell the Walk MS pin-up sneakers, proceeds of which would benefit my Team, or make a one-time donation.
	I have taken pin-up sneakers to my office, to sell them to my co-workers.
	I have informed my Team members that they can also sell NMSS awareness items to fundraise.
	I have sent out a reminder email/letter to those who have not sponsored my yet, updating them on my fundraising progress and reminding them of how much more I need to raise to reach my goal.
	We are striving to be a part of the Top 50 Club. Tell your Team Members about this special club and the benefits our Team will receive. We have this one of our!
	I have created some challenges within my Team, to drive fundraising efforts. This could include <i>Top Fundraiser Award</i> or the <i>First to raise \$300 Prize</i> , or Best Recruiter (Team Member who brought the most new members to the Team), etc. I have asked local businesses that I frequent to donate prizes or gift certificates that I can use to motivate my Team.
	I have shared " About MS " webpage content with my Team so they understand how valuable their fundraising dollars are to people living with MS, their families and friends.
	I use my Team captain's Participant Center to monitor my Team members' fundraising progress. For those that are doing exceptionally well, I congratulate them and share their successes with Team members! I offer my support to those who may need other techniques or strategies to increase their pledges.
	Email weekly/biweekly updates to your Team members. For example, "As of today, we need \$500 more to reach our goal!"

	I have encouraged Team members to read Walk MS E-newsletters and Walker Guide.
	Our Team has set a goal to be the Top Team at our Walk MS site.
	I have chosen Team apparel such as t-shirts or windbreakers. Knowing that this is the visible form of Team identity at the event, I have considered what could be our Team's fun way to achieve this: Team visors, hats, scarves or t-shirts? I have considered asking a company (or more) to sponsor these items, as this is a great opportunity for promotion within the community. I have asked to work on the order, as this Team member seems like a perfect leader for this project.
	I have reminded my Team members to bring pledges in their pledge envelope to the event.
	I have set a meeting place at the walk site, probably a landmark that will be easy for each Team member to find.
	I have chosen a time for our Team to meet in the morning, before the program begins.
	I have determined a time to have our Team photo taken.
	I have communicated the meeting time, location and photo time to my Team, and answered any last minute questions.
	I have reminded my Team that our Team t-shirts, visors or other apparel will be worn at the event and/or in our Team photo.
	I have checked on the status of each Team members' fundraising, and have suggested a "The Walk MS is Here!" email or letter to be sent to all prospective sponsors that have not yet supported our Team.
	I have called my Teammates to remind them to come to the event.
	I have encouraged my Team members to carpool to the event, to help reduce the amount of traffic, and I have reminded them to dress for all weather- we will walk, rain or shine!
	I have distributed Team apparel prior to the event, to build excitement!
	I have made a sign for our Team photo (could have our Team name, motto, or a sample check that reflects our fundraising total on it).
	I have sent an email to my Team to (1) congratulate them on how close the Team is to reaching our fundraising goal, and (2) express my EXCITEMENT that the Walk MS is THIS weekend!
	I have planned a Team party- either before or after the event- to celebrate everyone's efforts. I have remembered to consider how this can be best used to encourage my Team members to come back next year.
	I have found a fun way to bring Team flair and distinction at the event. Because my Team deserves to be recognized, I have considered noisemakers, crazy hats, costumes, Team t-shirts or orange hair to get us the attention our Team work has earned!
	I have planned a way to celebrate when our Team reaches our fundraising goal. In honor of my Team, I will have a party, shave my head, or award candy trophies to each member of our Team.
	I have shared our success stories with Team members businesses that have sponsored our Team and local newspapers.
	If our Team Name and fundraising total are listed on the Walk MS website, I have shared the link with Team members.
	Our Team Name and fundraising total are listed on the Walk MS website alongside Teams who have reached their fundraising goal.