



# Team Captain Checklist

- **Form your team and recruit members (3-4 months before the event)**
  - Select your team name.
  - Set up and personalize your team page.
  - Determine your team goal – remember to make it ambitious.
  - Invite everyone you know to join your team or support your efforts – use email, social media and in-person asks.
  - Help team members complete their registration.
  - Establish team incentives and commemorative gear.
  - Provide your team members with personal goals and the tools they need to start fundraising – direct them to the event's social media kit, sample emails and your team's story.
- **Ramp up your recruiting and fundraising efforts (1-2 months before event)**
  - Continue to reach out to your networks and encourage them to join your team or support your efforts. Remember to share why supporting Lurie Children's is important to you.
  - Keep your team page updated with team news and photos.
  - Send out weekly updates to your team members – highlight training tips, fundraising ideas, team incentives and examples of impact to show how your fundraising efforts make a difference in the lives of Lurie Children's patients.
  - Host 1-2 team events to build team spirit among the group – organize a pasta dinner or stage a group fundraising effort such as a team car wash or bake sale.
  - Monitor your team's fundraising progress and registrations – offer to assist with any questions.
- **Day of the event**
  - Arrive early so you can greet the members of your team.
  - Ensure all of your team members are registered and checked in.
  - Organize a team photo – don't forget to share it on social media along with the event hashtag.
  - Cheer on your team members.
  - Most importantly, have fun!
- **Post-Event (1-2 weeks after the event)**
  - Send thank you messages to all of your team members and donors.
  - Keep fundraising – there is still time to collect donations. Share photo highlights from the event for one more fundraising push.
  - Host a team wrap party – it's time to celebrate your team's success!
  - Save the date for next year's event – it's never too early to start planning!