



# Tips for Team Captains

ALS of Michigan rolls out the red carpet for you as a 2018 Walk 'n Roll for ALS Team Captain! By leading your Walk team, you will ensure success for each and every member of your team.

**AS TEAM CAPTAIN YOU ARE THERE TO ENCOURAGE ALL YOUR TEAM MEMBERS TO HELP THE TEAM REACH ITS GOAL. GET YOUR TEAM MEMBERS TO FUNDRAISE TOO—IT'S NOT JUST YOU!**

## BEGIN YOUR TEAM BY:

- ◆ **RECRUITING** members for your team. Family, friends, co-workers, neighbors - anyone you know can be a team member. Teams can range from 1 person to Infinity!
- ◆ **REGISTERING AND BUILDING** your Walk 'n Roll team by signing up online at [www.alsofmichigan.org](http://www.alsofmichigan.org). From there you can add your own photos and personal message. Be sure each Team member registers and builds their own Walk page too!
- ◆ **NAMING** your Walk 'n Roll team. Be creative! Many people honor their pALS, like:  
*Diane "Forever in our Hearts"                      Tony's Tigers                      Joyful Jaywalkers*
- ◆ **ESTABLISHING** a fundraising goal for both your team and yourself. Keep in mind that even with just a little effort each team member can easily raise at least \$150.

**BE SURE TO MAKE THE FIRST DONATION AND SET THE EXAMPLE FOR OTHERS!**



## HELP YOUR TEAM TO BE SUCCESSFUL BY:

- ◆ **ENCOURAGING** your team members to set their own fundraising goal - recommended goal is at least \$150.
- ◆ **SOLICITING** donations through letter writing campaigns, which include snail mail and email. Letter writing raises (on average) **FIVE TIMES MORE** than other fundraising methods. Remember, the most successful teams have EVERY WALKER do their own fundraising.
- ◆ **HOSTING** events such as a garage sale, golf outing, dinner or BBQ, or a bottle and can drive, with all proceeds benefiting your Walk team.
- ◆ **ENJOYING** themselves! Know that everyone's efforts will make a HUGE difference in the lives of our Michigan pALS and their families.
- ◆ **ASK, ASK, ASK** questions. They are not alone! You and the ALS of Michigan staff and volunteers are here to help. We can be contacted at **800-882-5764** with any questions, concerns, or suggestions. Take a look at the *Walker's Fundraising Guide*, which is full of FAQs and great fundraising ideas!



**GET YOUR TEAM MEMBERS TO FUNDRAISE TOO. IT'S NOT JUST YOU!**

For more information please call 800-882-5764 or email [Joanne@alsofmi.org](mailto:Joanne@alsofmi.org)