



# Tips for Team Captains

ALS of Michigan values your important roll as a 2019 *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 TO 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.

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

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