

Team Captain Tips

SunriseWALKS - Staten Island • June 3, 2018



HELP GIVE SUMMER BACK TO CHILDREN WITH CANCER

Here are some helpful tips to lead a successful SunriseWALKS team



RECRUIT

Showing up on walk day is great, but having a team behind you is even better! We want our campers to see that **NO ONE FIGHTS ALONE!** The larger your team, the more support you will show them and the more money and awareness you can raise for Sunrise Day Camps. Recruit early and often, so you have more time to reach and exceed your fundraising goal.

COMMUNICATE

You are the liaison between your team members and our team at Sunrise. You will receive important team captain information to share with your team and address any questions or concerns they may have. Do not hesitate to reach out to us.



SPREAD THE WORD

We are hoping for our biggest numbers ever! SunriseWALKS brochures, posters, palm cards and other marketing materials and resources are available to you. They are great to hand out and display around your community to raise awareness. Contact us for materials. More importantly, since **social media** is now the main platform for mass communication, use your social media accounts to create buzz for SunriseWALKS - @SunriseStatenIsland, #sunrisewalks.

MOTIVATE

You are the coach, general manager and superstar of your team. Keep your team members motivated and on track. Ask yourself, are they giving 100% effort? Are they utilizing the email templates and reaching out to their networks? Are they distributing materials to help spread the word? Encourage them and make sure they are doing everything they can to help send more children to Sunrise Day Camps. And remember, prizes and awards for the highest fundraisers and recruiters always work and can be as creative as you like!

www.sunrise-walks.org/StatenIsland



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