



TEAM LEADER STEPS FOR SUCCESS

- **Set a Goal:** Set a team fund-raising walker goal. When setting your goal, consider that the average walker raises \$150.
- **Recruit the Team:** Host a breakfast or lunch team rally to inspire co-workers about this worthwhile cause. Think about people you know in the community: those from the neighborhood, from your church or synagogue, exercise class, etc.
- **Get Online:** Strongly encourage your walkers to develop their own online web page. It takes just minutes and they'll see their donations add up fast!
- **Matching Gifts:** Take advantage of your company's matching gifts program (if applicable). Ask other team members if their company matches charitable donations.
- **Spread Enthusiasm:** Provide your team members with fun and easy fund-raising ideas to keep them motivated. Encourage team members to get their fund-raising started early and be enthusiastic when asking for money.
- **Be Creative:** Organize interesting and fun fund-raising events. ***See attached sheet for ideas.***
- **Friendly Competition:** Initiate a challenge between departments or with another company in your industry.
- **Use Incentives:** Develop company incentive prizes for employees who exceed their goals, such as a day off with pay, or the ability to park in the president's parking spot for a month. Reward employees who raise the most money, or enter employees who raise more than \$500 into a drawing for prizes. Let all team members know about the incentive prizes so they will be inspired to raise more money.

"We got involved with GREAT STRIDES because we wanted to partner with an organization that would give our employees a chance to connect with the broader community. We like the idea of giving service for a cause. Our first-year partnership exceeded our expectations! We raised over \$15,000 by connecting our employees to the mission of the CF Foundation, creating awareness and motivating more than 70 employees to raise money and walk. We created internal competitions between various business units and departments, and the top team received a prize. It was a great experience!" – Gary Pyott, Senior Vice President, The Continental Group

- **Ask for Help:** Call us to get additional fund-raising tips and ideas (800-647-7774).