



GET STARTED

Decide on a team name and register online. Go to www.braintumor.org/events and select the event for which you would like to set up a team.

Once registered, you will have access to your *Participant Center* and, as team captain, this will offer you a variety of exclusive tools, including the ability to:

- Customize the team fundraising page
- Set the team fundraising goal
- Check team members' fundraising progress
- Send updates and messages to team members

As team captain, you will also receive regular emails with tips and tricks to motivate your team and achieve team success.

Shortly after registering, you should hear from your local event director. The National Brain Tumor Society has put this person in place to help guide you through the registration and fundraising process.

They understand the challenges and victories you will experience as a team captain. USE THEM!

If you need to get in touch with your local event director, visit your event page for their information.

SET YOUR GOALS In this guide you will find a worksheet to help you determine your team's goal. Here are a few targets to keep in mind:

- **Number of team members**
- **Total fundraising amount**

If you've participated on a team before, you may want to use those numbers as a place to start.

No need to take on all the work, get a little help from your friends! Recruit team members to fill the following roles:

Fundraising Pro: The resident fundraising expert who can help educate the team about best practices and provide support.

Party Planner: This person plans team get-togethers and fundraising events.

Event Day Coordinator: The event day and team spirit guru. This person will be in charge of team logistics on event day, as well as coordinating a team theme (and the accessories that go with it). Team T-shirts, hats, leis, and costumes are encouraged!



BUILD YOUR TEAM

There are no special requirements for forming a team. Team members can come from a variety of places such as:

- Family members
- Friends
- Neighbors
- Co-workers or fellow students
- Members of Service clubs
- Sororities/Fraternities
- Members of your place of worship
- Members of other groups to which you belong (book club, cycling, etc.)

SPREAD THE WORD – TO YOUR NETWORK AND YOUR TEAM

Include a link to your team page whenever possible.

Email your network and encourage them to register. Save time by using the template email in your *Participant Center*.

Host a team kick-off party and invite your friends and family. Tell them about the event, why you're involved, and encourage them to join your team. Have a computer available so folks can register for your team right away.

Update your Facebook status with information about the event.

Invite your co-workers to join you or your team. If you have a company newsletter, consider writing a short article or adding the event to the company calendar.

Motivate your teammates by sending them weekly emails with important event information, fundraising tips, or team member highlights. Encourage them to get the word out too!

IT'S ALL ABOUT BEING SOCIAL AND MAKING SURE YOU'RE SEEN!

There is tremendous power in social networks – **Facebook, Twitter, LinkedIn, YouTube, and Instagram** will help you surpass your fundraising goal and spread awareness about this cause.



FACEBOOK: GIVING THE CAUSE A FACE

With over 500 million users, Facebook is the king of social media. Using your Facebook profile you can reach all of your friends with the push of a button.

- Update your status often and include a link to your fundraising page.
- Become a fan of the event Facebook page to connect with others, share tips and tricks, and stay informed. Check out the event website for a link.
- If your event offers it, download the *Fundraising with Facebook* application to automatically update your status when friends donate to your personal fundraising page. Could it get any easier?
- As a team captain, the National Brain Tumor Society, offers you a special platform to share ideas and learn from your fellow team captains around the country. Be sure to request access to our *Team Captain Facebook Page* at <http://bit.ly/1WJ49Ea>.

If you don't yet have an account, visit www.facebook.com to get started today.



TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW

Let your followers know about your involvement with the event and how they can support you - you can even tweet out your fundraising progress along the way.

Get started today by visiting www.twitter.com.



LINKEDIN: RELATIONSHIPS MATTER

Used by over 75 million professionals, LinkedIn is another great resource when reaching out to your network to share your story and ask for support. Make sure to remind folks to check with their employer to see whether gifts can be matched.

Visit www.LinkedIn.com to set up your profile.



YOUTUBE: BROADCAST YOUR CAUSE

YouTube is a great way to share your story or experience. If you have photos from a previous National Brain Tumor Society event, consider putting together a slideshow and setting it to music. Upload it to YouTube for everyone to enjoy. You'll be able to include the link in your Facebook status, solicitation emails, and tweets. When your friends and family see how inspiring the event was, they're bound to join you this year!

Start broadcasting today at www.YouTube.com.



INSTAGRAM: PHOTOGRAPH AND SHARE

Instagram is a great way to generate excitement around your team and fundraising efforts. Just create a hashtag with your team name and also check with your local event director on the hashtag for your regional event that year. Share activities your team is doing in the community, as well as pictures from event day!

Follow the National Brain Tumor Society: [@natlbraintumorsociety](https://www.instagram.com/natlbraintumorsociety)

JUMPSTART YOUR FUNDRAISING

RAISE \$500 (OR MORE) IN JUST ONE WEEK!

- DAY 1:** You've sponsored yourself by making the first donation of \$25.
- DAY 2:** Email three family members and ask them to donate \$25 each.
- DAY 3:** Use Facebook, Twitter, or LinkedIn to ask friends to contribute \$20 each.
- DAY 4:** Reach out to your neighbors and ask them to contribute \$10 each.
- DAY 5:** Ask five members of a club or organization you belong to for \$10 each (these people could be members of your book club, place of worship, cycling or hiking group, etc.).
- DAY 6:** Check with your employer and see if they offer a matching gift program - it's an easy way to double your \$25 donation. Ask your donors to check on their matching gift program at work, too!
- DAY 7:** Get together with another team member and host a fundraiser in your community.

MAKE IT PERSONAL

Customize your team and personal fundraising page to share your story. Let people know why you are involved.

MAKE THE ASK

- Don't be shy about asking for support. You will be surprised by how eager your friends, family, and co-workers will be to help you and this cause. Feel free to use the email template in your *Participant Center* or write your own email.
- Many employers offer to match gifts made by employees. Check with your HR Department to see whether your company participates and when sending thank you notes to your donors, ask them to check with their employer as well.
- Let your friends know about the event and your participation on Facebook and Twitter.
- Thank your donors!

MAKE IT FUN

Here is where the **Party Planner** and **Fundraising Pro** come in. Enlist their help to educate your team members, organize events, and help your team exceed its fundraising goal!

Have the **Fundraising Pro** put together a presentation about simple fundraising tips and tricks and include a calendar of all team fundraising activities. Ask the **Party Planner** to organize a team social where this information can be shared.

WANT EVEN MORE IDEAS?

Check out our **FUNtastic FUNdraining Ideas** document at braintumor.org/FUNdrainingGuide for more FUNdraining ideas!

WHERE TO SEND DONATIONS:

Donations, clearly marked with a participant's name and the name of the event, may be mailed to the address below or turned in on event day.

National Brain Tumor Society
Attn: [Event Name]
55 Chapel Street, Suite 200
Newton, MA 02458

Please do not send cash.



TEAM CAPTAIN CHECKLIST

1. Register your team and set the team goal.
2. Customize your team page.
3. Personalize Individual fundraising page (lead by example).
4. Identify potential team members.
5. Organize a kick-off event to recruit team members, develop a fundraising plan, and competitions.
6. Plan team fundraising events.
7. Create team T-shirts, hats, or other festive accessories.
8. Organize a monthly conference call or meeting. Tip: try to schedule these in conjunction with fundraising events.
9. Email weekly updates to your team.
10. Decide on meeting place at the event.
11. Walk, Run, or Ride as a team.
12. Continue celebrating after the event at a picnic, restaurant or home BBQ.
13. Make sure to thank your team members.
14. Encourage all team members to send special thank you messages or emails to all of their donors.