



# Team Captain Checklist

- Obtain *LakeWalk Team Folder* and review team captain responsibilities and all materials.
- Register yourself as team captain either online or using the *Team Captain Registration Form*.
- Set up team's websites for fundraising. Monitor and track your team's progress.
- Set team goal for number of participants and amount of money your team will raise. The higher you set your fundraising goal, the more people will give and the harder your team members will work.
- Recruit team members. If you had a team before, start with all of your previous team members.
- Hold a kick-off event! A representative of the LakeWalk for Cancer can come and speak to your company, school, church, family, etc. Call (262) 569-0222 to schedule a time.
- Name your team and determine whether or not you want to customize your LakeWalk shirts with your team's logo on the back. The fee is \$25 per team. The deadline to order customized team logo shirts is the same as the early bird deadline (see brochure and website for dates and times).
- Distribute registration forms to team member and/or online registration instructions.
- Remind team members to register online or complete and return paper registration forms to you by a specific date before the early bird deadline to pay the lower registration fee and receive one of your team's customized logo shirts.
- Collect and return team member's paper registrations by the early bird deadline.
- Complete *Customized Team T-Shirt Order Form* and submit with your logo and fee (unless paid online) by the early bird deadline.
- Promote fundraisers and donations to achieve your team's goals. Use the online fundraising; it's proven to increase fundraising totals.
  - Communicate to team members through team page on website or by email.
  - Encourage team members to use Employer Matching Gift Programs or set informal matching gift arrangements.
  - Brainstorm fundraising ideas:
    - Events: Parties, Game Nights, Car Washes, etc.
    - Sales: Bake Sales, Cookbooks
    - Prizes and Goals: Shaved heads, tattoos, casual day at work incentives
    - Incentive swapping: Each team gives the other a prize for top fundraising, e.g. lunch, personalized t-shirt, etc.
- Need more supplies? Find forms online at [www.lakewalk.org](http://www.lakewalk.org) or call (262) 569-0222 or stop by the Foundation office (Dental Office Building, 819 Summit Ave, Oconomowoc, WI).
- Pickup your team t-shirts on Early T-Shirt Pick-Up days (see brochure and website for dates and times).
- At least one week before the walk, designate a place and time for your team to meet (at least 30 minutes before the walk begins) to distribute t-shirts and prizes. Communicate this information to all team members.
- Collect pledges!
  - Before turning in your team pledge envelope on LakeWalk day, collect all team members' individual pledge envelopes, enter each team member's information on the outside of the team pledge envelope, and determine prizes.
  - Total all prizes needed for team as a whole on the outside of the Team Pledge Envelope.
- Day of Walk
  - Deliver Team Pledge Envelope with team members' Individual Pledge Envelopes inside.
  - Receive prizes for team members.
  - Distribute prizes and team t-shirts to team members.
- Celebrate! Walk and enjoy! You have made a difference in the fight against Cancer!