

Team Captain Guide

Thank you for taking on the important role of Take Steps Captain. Without dedicated Captains like you to lead the recruitment and fundraising efforts of teams, Take Steps would not be the largest Foundation event, contributing more than \$100 million over 11 years toward the Foundation's mission. Utilize this guide, and your local walk staff, to set a goal you feel passionate about and build a simple plan to involve your network to achieve it!



During this challenging time of the COVID-19 pandemic, we sincerely hope that regardless of how walk day takes form - whether in person, on a postponed date, or as TAKE STEPS + VIRTUAL on 6/20/2020 - that you will consider maintaining, or even increasing, your commitment to team building and fundraising. A very significant percentage of the Foundation's annual budget is comprised of donations from event participants like you; if participation declines dramatically our funding for research towards IBD cures, better treatments, and all the many education and support programs that we hold each year will drop significantly, which would result in limiting our ability to provide essential services to IBD patients across the United States.

Set a Team Goal

Set a fundraising goal for your team that inspires you! Consider a goal that is personally significant – like \$2,000 to represent 2 years of remission – or based on the number team members you'll recruit. If you are a returning team, aim to increase your fundraising from last year. Experience shows that donors are more likely to give, and to give more, when they see a clear goal that hasn't yet been met. Don't be afraid to be bold, share your why, and set your sights on becoming part of your local Top Fundraising Club!

We ask that each Take Steps participant set an individual goal of at least \$100 to become a Pacesetter. Pacesetters set the pace for other fundraisers and receive special incentives such as a Take Steps t-shirt and a pennant flag. In addition to your self-donation, determine how many team members you will recruit and multiply by \$100 (or more!) to determine your team goal.

Customize Your Team Page

Fundraisers who customize their page raise an average of \$424 – 17x more than those who don't update their pages! Once you've set a goal, update your team page using your Take Steps Fundraising Center. Customize your teams page with a team photo or company logo and customize the story on your page about why you're walking. The more personal you make it, the more likely you are to inspire potential team members or donors that visit your page.

Recruit Your Team

Every captain needs a crew! Recruit a network of supporters to help you achieve your fundraising goal. Call/email your network with an explanation of why you're raising funds, why your goal is important to you and be specific with how they can help. Include your team page link to register and encourage each team member to set a goal of at least \$100 to help reach the team goal. **Utilize the templates in your Fundraising Center!**

Fundraise

The only things that will bring IBD patients relief are cures. Research investments from the Foundation have exceeded \$350 million since the Crohn's & Colitis Foundation was founded more than 50 years ago. Work with your walk staff to build a fundraising plan to achieve your goal alongside your team.

Sending emails is one of the best ways to fundraise – **fundraisers who send email asks raise an average of \$1,079 vs \$111 for those who don't**. Be specific with your team members what you are expecting of them and don't forget to thank your donors along the way!

Use Social Media

Facebook is a great way to promote that you're fundraising for Take Steps. While you can create a post and link to your fundraising page, we've made it even easier for you by linking Facebook fundraising to your Fundraising Center. Simply log in to your Fundraising Center for instructions to link your Facebook and launch a fundraiser. To ensure funds raised through Facebook reflect on your participant page it must be linked through your Fundraising Center. **2019 participants raised over \$800,000 through Facebook fundraising. The average raised by Facebook fundraisers was \$750 compared to \$100 for those who didn't use Facebook fundraising.**

Involve Your Company

While this may be a challenging time for many industries, there are still many companies that remain committed to their philanthropic efforts and supporting their employees. Companies can get involved with Take Steps in a variety of ways. They can make a corporate gift to your team, form a corporate team, sponsor the walk in exchange for benefits and more. Easily search your company's policy and get all the information you need about matching gifts [here](#).

Participate in Take Steps!

Walk day is taking form in a variety of ways - in person, on a postponed date, or as TAKE STEPS + VIRTUAL on 6/20/2020 - this year all with the commonality of recognizing the strength of IBD patients while celebrating the shared accomplishment of raising crucial funds. **Get connected** with new friends in the IBD community, get inspired by a variety of shared testimony, and interact with corporate supporters nationally and from your local community.

10 Tips for Team Recruitment

1. Update your team page with a photo and customize with your reason for walking. If you walk in honor of a patient, ask if they are comfortable with you sharing their photo and story. Corporate teams can include a department photo or even the company logo to showcase your employer's support.
2. Send a mass email through your fundraising center or personally email each person you want to join your team. Explain what you are asking of them – register for my team, set a goal, fundraise! – and be sure to include your team link. If you have a personal mission connection, share why being part of the Take Steps community is so important to you.
3. Recruit a co-captain. Dividing the role of captain is a great way to recruit more team members and provide them with the fundraising support they may need.
4. If you are active on social media, get the word out to a broad audience asking them to join you. Make the ask part of a larger social media strategy that involves recruiting team members, asking for donations and thanking donors.
5. Talk about Take Steps with everyone. While we are all socially distancing, this is the perfect time to make calls and reconnect, and a great opportunity to share more about why Take Steps is important to you. Share how devastating a decline in fundraising efforts would be for the research and essential services that the foundation funds each year, and ask your network to join you in supporting the 3.1 million IBD patients nationwide.
6. If recruiting for a corporate team, ask HR if you can send a recruitment email, include information in the company newsletter and post to company messaging platforms. If a more senior member of the company is able and willing to send an email or make asks on your behalf, even better!
7. Offer incentives for registering and fundraising. While Take Steps offers their own great incentives to fundraisers, you can do this as well to build excitement on your team. Ask local businesses to donate gift cards and promote that the first people to register and get 5 donations will win a prize. If you receive a bigger item, start a fundraising contest to encourage people to register and fundraise. Take Steps staff are here to help you brainstorm ideas.
8. Combine Take Steps with your fitness goals. Is your family trying to get healthier in the new year? Does your company have a fitness challenge? Use Take Steps to encourage your network to reach their fitness goal. Set a mileage goal you want to reach as a team before walk day. Encourage team members to get pledges that correspond to their miles logged. Use the walk as a celebration of your fitness accomplishments!
9. Throw a virtual recruitment party. Invite your network to a virtual event encouraging them to join your team. Share a short program about why fundraising for the Foundation's mission is so important to you. Share the link to register, or offer to register all of your attendees.
10. Share the [Take Steps video](#). The stars of this video are amazing patients sharing their inspiring stories. Not only will it inspire friends, family or colleagues to join your team, but it shows what a great experience the walk is.