



Take Steps 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. This handy guide details steps you can take to lead your team to success.

Set a Team Goal

We ask that each Take Steps participant set an individual goal of at least \$100 to become a Pacesetter. Pacesetters receive special incentives at the walk such as a Take Steps t-shirt, pennant flag and access to exclusive food areas. Determine how many team members you will have and multiply by \$100 (or more!) to determine your team goal. If you are a veteran 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. Aim to become a part of our local Top Fundraising Teams Clubs – contact your local walk staff for additional information about benefits.

Customize Your Team Page

Now that you've set a goal, make sure to update it in the Take Steps Fundraising Center. Take some time to add a team photo or company logo and customize the story on your page about why you're walking. These personal touches go a long way when potential team members or donors visit your page. **Fundraisers who customize their page raise an average of \$424 – 17x more than those who don't update their pages!**

Build Your Team

The more Take Steps fundraisers we have, the greater the opportunity to raise funds and awareness for IBD. **Email your network with an explanation of why you're raising funds for Take Steps and ask them to join you**—be sure to include the link to your team page where they can register directly. Encourage each team member to set a goal of at least \$100 and share the tips you've learned as Team Captain.

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. While new treatments have been developed and patients are supported through integral programs, cures have yet to be found. Sending emails is one of the best ways to fundraise – **fundraisers who send email asks raise an average of \$1079 vs \$111 for those who don't.**

Use Social Media

Facebook is a great way to promote the fact that you're fundraising for Take Steps. While you can create a post and link to your participant page, we've made it even easier for you by linking Facebook fundraising to your Fundraising Center. Simply log in to your Fundraising Center and you will immediately see instructions to link your Facebook and launch a fundraiser. **Funds raised through Facebook in this way will reflect on your participant page and team fundraising. 2019 constituents 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

Your company may have a matching gifts program— it's an easy way to double your impact! Easily search your company's policy and get all the information you need about matching gifts [here](#). Take Steps is always looking for corporate sponsorship and you may be able to help us get your company involved. Sponsors make cash donations to Take Steps in return for recognition and marketing benefits leading up and at the Walk. Contact your local Walk Manager for more details.

Enjoy the Take Steps Walk!

Walk day is an amazing moment when dedicated IBD warriors come together to celebrate the strength of IBD patients while enjoying shared success raising crucial funds. **Have fun with your team**—create and wear team t-shirts, walk with team signs and meet new friends in the IBD community. The Take Steps walk is an opportunity for the Crohn's & Colitis Foundation to thank you for your hard work and commitment so if there is anything we can do to make the day better, please don't hesitate to share. It's all about you and our patients!

