



Team Captain Job Description

As a Team Captain, your primary responsibilities are to:

- ① **Register your Team!** Be the first person to register for your team. Then approach upper management and ask them to join your team to help get your team building efforts off to a strong start!
- ① **Set Fundraising and Recruitment Goals for your Team!** Aim for the sky! Pick a goal that will not only motivate you, but your team members and donors, as well.
- ① **Create a Recruitment Plan and Put it into Action!** Recruit your co-workers, friends and family members and then ask your team members to recruit their friends and family members to join your team! The more, the merrier – there is no limit to the size of your team!
- ① **Use the Online Fundraising Tools!** Create and personalize your own Team Page and Personal Page. Send emails to recruit team members, raise funds, track online donations, enter offline donations and provide regular progress updates.
- ① **Coach and Motivate your Team!** You are your team's biggest cheerleader.
 - Identify a **Red Strider** who will share their personal story about living with diabetes and give your potential team members a reason for walking.
 - Aim to identify and recruit at least one **Champion** for your team. **Champions** are all walkers who raise \$1,000 or more to Stop Diabetes. As the Team Captain, you can lead by example and set your goal at \$1,000!
 - Share fundraising tips, encourage and coach your team members how to use our Online Fundraising Tools, and organize fundraising events within your company or community to help reach and exceed your team goal!
- ① **Hold an Internal Team Kickoff if you have a corporate team!** Invite your current and prospective team members to get them excited about Step Out. Share your goals and how they can help!
- ① **Say Thank!** Be sure to thank everyone who joins your team or goes above and beyond their fundraising goal. Thank your donors and remind your team members to do the same.
- ① **Collect Offline Donations!** Ask your team members to give you any offline donations like cash or checks and then send them into your local American Diabetes Association office. Instruct all team members to enter offline donations into their Step Out Center, too.
- ① **Have Fun and Celebrate your Success!** Create a team T-shirt, banner or sign to help identify and encourage your team on Walk Day. But most importantly, celebrate your success and the efforts you and your team members have made to help Stop Diabetes®.

