



Establish corporate and family teams and continue growing the largest Lupus Foundation Walk in the country!

HOW TO BUILD YOUR TEAM

Customize your page - Tell your story! Send your link to **ALL** friends, family, neighbors, customers, vendors. People give to people. You will raise funds and immense awareness and inspire others! Be bold; be proud. Use Facebook and Twitter, a hugely valuable tool in today's world to recruit and thank your donors along the way!

ASK everyone, everywhere and ASK again! - People are busy. Our top walkers advise, "Those who are closest to you often give last, simply because they plan to. They need reminders, ask again."

ASK your closest contacts to forward your email to their contacts - You will be amazed how many your contacts know who are also touched by lupus; they will add to your personal goal and team, and you will raise even more awareness!

ASK where you work. Recruit a co-captain, get senior management involved. You will be amazed who cares – Recruit a family member/friend, different team captains for each department, create competition between departments!

Name your team and set a goal - Recruit 10 walkers each raising \$100 and you're already at \$1,000! Don't forget to increase your team and walker goals if **you exceed your goal**. People are more likely to give to you if you have not reached your goal. The average donor gives \$25. **When asking, don't be afraid to ask for the average amount.**

COMMUNICATE/MOTIVATE YOUR WALKERS AND TEAM!

- **Send an important internal email and regular updates with your team link (see sample email/letter).**
- **Motivate your walkers and team with competitions, challenges between departments and prizes.** Ask local restaurants for gift cards, hotel trips, vacation stays, and other donated items. Create competition; people **will** work to **WIN!**
- **Hold a Team Kickoff and inspire your walkers with our Walk videos, available online!** Free food is key! Plan an ice cream social, barbecue or potluck. Share personal stories and swap tips for successful asking.
- **Ask for donations on pay day.** And also sponsor yourself. Ask one big vendor or more with your company to contribute at least \$50 or more.
- **Matching Gifts** - Check with your company and remind your donors to apply for matching gifts at **their companies!**