



Team Captain Checklist

REGISTER AND GET STARTED

- Choose your team name.
- Register for the Walk and create your team.
- Set a personal and team fundraising goal, and a recruitment goal for team members.
- Customize/update your personal and team donation page.

RECRUITMENT

- Log into your Participant Center to send an email to your family, friends and colleagues. Ask them to join your team and join you in fundraising on behalf of the Walk. Use our templates as is, edit them, or create your own email message.
- Expand your list – you will be surprised how many people you know may have additional connections to the Parkinson's community.

FUNDRAISE

- Make a donation to the Walk. Lead the way by showing your commitment to this cause.
- Create an email/letter writing campaign to potential donors and send follow up emails.
- Download the Unity Walk mobile app and fundraise from your mobile phone.
- Create a Facebook Fundraiser via your Participant Center. Login to your Participant Center and click the Social tab.
- Download the Unity Walk email signature and spread the word about your fundraising every time you send an email.
- Create a local fundraising event for your team. Submit your fundraiser for a listing on the PUW Community Calendar and the Parkinson's CHAMP in Action page on our website.
- Matching gifts can double your donor's impact. Encourage them to check with their Human Resources Department.
- Thank your donors and remind your team members to do the same. Check your personal and team donation reports available on your Participant Center to confirm that all donors have been thanked. A heartfelt thank you goes a long way!

MOTIVATE YOUR TEAM MEMBERS

- Stay in contact with your team members and encourage them to fundraise. Keep track of their progress by logging into your Participant Center.
- Send your team members updates on the progress of your team and the Unity Walk.
- Thank your team members regularly and often for all they do on behalf of the Unity Walk – registering, walking with you, donating and fundraising.

HELP SPREAD THE WORD

- Get social! Use social media to connect with other walkers and raise awareness.
- Request brochures.
- Place flyers in your local community so others can learn about the Unity Walk. Flyers are available at unitywalk.org or contact the office.
- Reach out to your local media and ask them if you can submit a story about your team's involvement in the Unity Walk.

CREATE TEAM SPIRIT

- Walk in style. Create a team t-shirt. You'll be amazed at how clever, funny and heartwarming some of the designs are.
- Make plans to travel to the Unity Walk together or meet at the Walk. Check our website for hotel rooms at reduced rates.
- Stop by the Team Photo Booth for a photo. Send it to your team members and donors. Drop off your team t-shirt at the Team Photo booth so it can be included in the PUW memory quilt.
- Celebrate your success together – in person the day of the Walk and after the Walk as donations continue to come in.

FOLLOW UP POST-WALK

- Thank your team members and donors! Let them hear from you after the Unity Walk and share your experience. Send them your team photo.
- Continue to fundraise. The Unity Walk raises funds year round and our teams create fundraisers throughout the year.
- Start planning for next year!