



# 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.
- Customize/update your personal and team donation page. Let people know why you are involved with the Walk. Edit your story and add photos or video.

## 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 connections to the Parkinson's community.

## FUNDRAISE

- Make a donation to the Walk. Lead the way by showing your commitment to this cause.
- Be sure to let potential donors know that when donating to the Unity Walk, 100% of their donation goes directly to research!**
- Create an email/letter writing campaign to potential donors and send follow up emails. Use our templates or edit and include your reason for being part of the Walk
- Download the Unity Walk mobile app and put our fundraising tools in your hands. Spread word of your fundraiser via your social media channels.
- Create a Facebook Fundraiser via your Participant Center. Login to your Participant Center and click the Social tab or through our app.
- Download the Unity Walk email signature and spread the word about your fundraising every time you send an email.
- Create a local fundraising event. Contact the PUW office and let us know about your event. We are here to help, and you may be featured as a Parkinson's CHAMP in Action on our site!
- 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

- Go social! Use social media to connect with other walkers and raise awareness. Click on the Social tab in your Participant Center, or use our app.
- Request brochures through [info@unitywalk.org](mailto:info@unitywalk.org).
- Place flyers in your local community so others can learn about the Unity Walk. Flyers are available at [unitywalk.org](http://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 and more information on being in NYC.
- Stop by the Team Photo Booth for a photo. Send it to your team members and donors. Drop off one of your team t-shirts 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.

## POST-WALK FOLLOW UP

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!