



# Team Captain Guide

Welcome to The Walk for the Vaudreuil-Soulanges Palliative Care Residence! As a captain, your role is to guide, motivate and cheer on your team members. Here is some information that is sure to help you in your new role, along with a few tips to help recruit and mobilize team members.

1

## Register for the VSPCR Walk as a team captain

Simply click on the “Create a Team” option, fill out the registration form and you’re set! Personalize your team’s page by adding a group photo and telling your story. Explain why you are taking part in The Walk and why you are helping the Vaudreuil-Soulanges Palliative Care Residence.

2

## Recruit team members and encourage them to register online

Whether by email, through social media or in person, invite your friends, family, colleagues and acquaintances to join your team by registering online. Put up posters in a common area at your workplace. Give a short presentation to motivate members of your organization/group/company to walk with you.

3

## Encourage your team members to personalize their pages

Ask the members of your team to personalize their pages by adding a picture. Encourage them to tell their story. Help them by being there to answer any questions.

4

## Set a team objective

Set a fundraising objective for your team and encourage each of your team members to set a personal goal. Don’t be afraid to aim high in order to motivate donors.

5

## Gather donations online and plan fundraising activities

Whether by email or through social media, ask your contacts to support you by making a donation online. Work with your team members to come up with fun and original fundraising ideas.

6

## Stay in touch and celebrate successes

Keep your team members up to date on your progress. Congratulate them on their achievements and successes.

7

## Make plans for the day of The Walk

Before The Walk, hold a meeting with your fellow team members. Decide on a meeting point, designate someone to take pictures, discuss how your team will set itself apart from other teams and participants.

8

## Walk, celebrate, and have fun

Use The Walk as an opportunity to have fun, celebrate all your hard work and be proud of what you have accomplished!

Numerous promotional tools are available in the Fundraising section of the Web site created specifically for The Walk: posters, a Facebook banner, an email signature, email templates, etc. Feel free to use them and share them with your team members.