

Teambuilding 101

What is a team?

An *Investors Group Walk for Memories* team consists of two or more participants who are participating in the *Walk for Memories* and are looking to support each other with their individual fundraising. All you need to do is choose a team name, a team captain, and register as a team.

Benefits of a team

- The fun of sharing the *Investors Group Walk for Memories* with friends, family and coworkers.
- You might earn the Top Fundraising Team prize!
- Walkers on teams can use unique group-related fundraising tactics and support each other's efforts. Members of a team, on average, will raise more money for the cause than those without a team to support them.
- It's easier to stay motivated with team members to encourage and advise. Participants who are on a team are much more likely to stick to their commitment and actually participate in the event.

Start a team

- Approach family, friends, neighbours, co-workers and customers to join your team.
 - ♦ Form a team with your family – it's a memorable experience you can all share. You might want to honour the memory or celebrate the life of a loved one.
 - ♦ Start a team with the people in your area or neighborhood – it's a great way to get to know your neighbours even better than you already do.
 - ♦ Start a team where you work – it is a great way to build team spirit with your co-workers.
 - ♦ Start a team with an organization you represent. It may provide a perfect focus for a special project for your community group, club or other organization.
- Set a fundraising goal for your team and challenge your team to reach (or exceed!) that goal.
- Choose a team name and make sure that each new team member knows the name!
- Make sure each team member is registered and that everyone is listed under your team name. To speed things up, the Team Captain can register all members of their team when they register the team online. If you are fundraising with paper pledge sheets, make sure your team members all write the same team name on their pledge sheets.
- If you haven't already set up your Team webpage for the *Investors Group Walk for Memories*, register online at www.walkformemories.com. Choose Register Now, select your *Walk* community and follow the instructions, choosing "I would like to create a team". Once you are set up as Team Captain, send emails inviting others to join you!

Join a team

Go to walkformemories.com and Register Now. Click on the name of your Walk community, and select "Join our event As A Team Member." Type in the first few letters of the Team name or of your team captain's first or last name, or any combination of the three. Select the correct Team Name and continue to the following pages to enter the rest of your registration information and to set up your own fundraising webpage.

Build your team

- It's important to ASK, ASK, ASK! Ask anyone and everyone to be on your team.
- Build a pyramid. As you recruit team members, ask each person who joins your team to recruit at least three other people. If you start with only three team members and they each recruit three more team members, and those people each recruit 3 new team members, you'll have almost thirty team members! (And even if people say no, odds are they'll give a donation!)

- Create “*Ask me about the Walk for Memories*” buttons or tags for yourself and your team. People will ask - and you’ll be able to tell them about the event and your team. What a perfect time to ask them to join!
- Each time a new team member comes on board, make sure they know the name of your team. When they register online, they should select “I would like to join an existing team”, and search for your team name.
- Encourage your team members to register online – that way, you can easily keep in touch with them through the team tools on your Team webpage.
- Use the *Investors Group Walk for Memories* team recruitment posters (available at walkformemories.com in the Tools for Teams section) to recruit team members.

Building a corporate team

- Ask your company to send an endorsement memo encouraging everyone to join your team.
- Use company and community newsletters, website and bulletin boards to advertise the event and encourage everyone to join your team. Include the link to your Team Page.
- Display event information including the team recruitment poster (at walkformemories.com in the Tools for Teams section) in high traffic areas like lunchrooms and washrooms.
- Hold a kick-off lunch in the office as a fundraising and team building opportunity. Get other company departments or offices involved for a friendly competition or corporate challenge!
- Devise your own fundraising and recruiting incentives for your team. For example, ask your company to donate a prize (perhaps a day off with pay?) and enter your team members’ names for each new person they recruit for your team.
- Put an article in your company newsletter. Report on your team, list members’ names, tell them how donations help transform the way we all live with and challenge dementia – and of course, provide a link to your Team Page with information on how to sign up or support you!

Support your team

- Set up your online webpage at walkformemories.com to tell your team’s story and keep track of your team’s progress.
- When you register online, you will receive updates on the *Walk*.
- Encourage your team members to share stories of why they are involved. Do they have friends, family members or co-workers who have Alzheimer’s disease?
- Highlight team members’ accomplishments and share their ideas in emails. Remember, people like to see their name “in lights.”
- Keep them informed! Call or email your team members to let them know about check-in times and locations and directions to the start/finish line, and arrange a place for your team to meet to start the Walk.
- Get them looking good! Ask your company or a local business to provide t-shirts or hats for your team to wear, or better yet, design your own!
- Use the online Team Captain Handbook, which includes lots of tips and tools to build your team and support the fundraising efforts of your team members. If you don’t have a copy, you can download one at walkformemories.com in the Tools for Teams section.