



# Team Captain

## Stewardship Plan

*One of the most important things we can do is cultivate long lasting relationships with our Team Captains. Team Captains are the heart of Friendship Walk and through stewarding them properly, we can expect a greater capacity for them to lead successful, larger, higher-fundraising teams. Use this time to cultivate each Team Captain and to encourage fundraising and team member development.*

PAST TEAMS			
Timeline	Audience	Call	Call Speaking Points
2 Days After They Register	Past Team Captains When They Register	Thank You For Registering Call	Purpose: Thank and recognize Team Captains for registering their teams <ul style="list-style-type: none"> <li>• Welcome them back</li> <li>• Ensure they get Walk information and materials for their team</li> <li>• Encourage them to start recruiting team members and to start planning their first team fundraiser</li> <li>• Ask if there is anything they need</li> </ul>
5 Months Prior to Walk	Past Team Captains not Yet Registered	Past Team Registration Event Invite	Purpose: Past team registration and/or attend Past Team Registration Event. Thank them again for prior year successes <ul style="list-style-type: none"> <li>• Ask if we can count on them again this year to be a Team</li> <li>• Ask them to register online – send them link the register</li> <li>• Ask them to attend Past Team Registration event to learn more about this year’s Walk</li> <li>• We cannot do it without them and look forward to them registering</li> </ul>
<b>Past Team Registration Event – 4 Months Prior to Walk</b>			
Various Points Since Registration up to The Kickoff	Past Teams Who Have Registered	Touch Base Call	Purpose: Friendship Walk top of mind <ul style="list-style-type: none"> <li>• Ask how their team is doing with walker recruitment and fundraising</li> <li>• Congratulate them on current success</li> <li>• Ask if there is anything they need</li> </ul>



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### NEW TEAMS

#### Kickoff – 2 Months Prior to Walk

<p><b>2 Days After Kickoff</b></p>	<p>All Kickoff Attendees</p>	<p>Kickoff Thank You Call</p>	<p>Purpose: Team registration, walker recruitment and fundraising</p> <ul style="list-style-type: none"> <li>• Thank them for attending Kickoff</li> <li>• Ask if they have signed up online yet – if not send them link the register</li> <li>• Ask them what their team member goal is</li> <li>• Remind them that each walker that raises a minimum of \$50 will receive an event t-shirt</li> <li>• Ask about their team fundraising goal and remind them about the incentive program</li> <li>• Tell them you will be calling them again to see how they are doing and let them know how to contact you with any questions</li> </ul>
<p><b>2 Days After Kickoff</b></p>	<p>Kickoff No-Shows</p>	<p>No Show Follow-Up Call</p>	<p>Purpose: Team Captain recruitment and registration</p> <ul style="list-style-type: none"> <li>• We missed them at the Kickoff</li> <li>• Remind them we still would like them to join us and be a Team Captain</li> <li>• Encourage them to sign up online – send them the link to register</li> <li>• Arrange to meet with them and drop off Walk materials</li> <li>• Tell them you will be touching base with them to see how they are doing and let them know how to contact you with any questions</li> </ul>
<p><b>2 Days After Kickoff</b></p>	<p>Prospective Team Captain that RSVP'd No to Kickoff but Still Interested</p>	<p>Follow-Up Call</p>	<p>Purpose: Team Captain recruitment and registration</p> <ul style="list-style-type: none"> <li>• Remind them we still would like them to join us and be a Team Captain</li> <li>• Encourage them to sign up online - send them link to register</li> <li>• Arrange to meet with them and drop off Walk materials</li> <li>• Tell them you will be touching base with them to see how they are doing and let them know how to contact you with any questions</li> </ul>



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### All Outstanding Potential Team Captains

<p><b>Week After Kickoff</b></p>	<p>Past Team Captains Still Not Registered, Prospective Team Captains that Didn't RSVP at All and outstanding New Team Captain Prospects</p>	<p>Follow-Up Call</p>	<p>Purpose: Team Leader recruitment and registration</p> <ul style="list-style-type: none"> <li>• Remind them we still would like them to join us and be a Team Captain</li> <li>• Encourage them to sign up online - send them link to register</li> <li>• Arrange to meet with them and drop off Walk Materials</li> <li>• Tell them you will be touching base with them to see how they are doing and let them know how to contact you with any questions</li> </ul>
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If committee members have any outstanding potential Team Captains, they should personally deliver Walk materials to them. Spend a few minutes explaining the information; show them how to register online; explain the incentive program and \$50 minimum for a t-shirt; and talk to them about how to recruit walkers.

### All Team Captains

<p><b>4 Weeks prior to Walk</b></p>	<p>All Team Captains</p>	<p>Touch Base Call</p>	<p>Purpose: Encourage fundraising</p> <ul style="list-style-type: none"> <li>• Ask them how walker recruitment and fundraising is going</li> <li>• Remind them about the incentive program</li> <li>• Let them know of Bank Night date/location/time and opportunity to get t-shirts for team members who have raised a minimum of \$50</li> <li>• Tell them you will be touching base with them to see how they are doing and let them know how to contact you with any questions</li> </ul>
<p><b>2 Weeks prior to Walk</b></p>	<p>All Team Captains</p>	<p>Walker Count/Bank Night Reminder Call</p>	<p>Purpose: To encourage walker recruitment and fundraising</p> <ul style="list-style-type: none"> <li>• Congratulate them on how many walkers they have registered and ask them how many more would they like to recruit</li> <li>• Encourage them to recruit more walkers</li> </ul>



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			<ul style="list-style-type: none"><li>• Encourage them to use the online fundraising tool</li><li>• Remind them of Bank Night and the opportunity to get t-shirts for team members who have raised a minimum of \$50</li></ul>
<b>1 Week prior to Walk</b>	All Team Captains	Logistics Call	<p>Purpose: To educate Team Captains on day of logistics</p> <ul style="list-style-type: none"><li>• Ask them how walker recruitment and fundraising is going</li><li>• Remind them of day of logistics – parking, walk start time, activities etc.</li><li>• Ask if they have any questions</li><li>• Thank them for being a Team Captain</li></ul>
<b>Week After Walk</b>	All Team Captains	Thank You Call	<p>Purpose: Team Captain recognition and retention</p> <ul style="list-style-type: none"><li>• Thank them for being a Team Captain</li><li>• Share event successes</li><li>• Remind them how to turn in additional funds and matching gifts</li></ul>