



TEAM RECRUITMENT & MANAGEMENT

RECRUITMENT TIPS

Building a committed group of team members who are just as invested as you are, is an essential part of creating a successful fundraising team. The individuals you recruit will come to trust in your passion and leadership and will ultimately participate and raise money because they believe in you. Here are some ways to recruit members and build excitement for your team.

- Recruit a co-captain and brainstorm with them on how to build your team.
- Place Race posters and promo cards at work, school, church, your gym – anywhere to spread the word about your team. Make sure to include your contact information.
- Use social media and email to share your customized team URL and ask others to join or support your efforts.
- Ask your HR department for a broadcast email to all employees at your company about the Komen Dallas Race for the Cure and the opportunity to join your team.
- Encourage each registered team member to recruit at least two members of their own.
- Schedule a breast health educational event with your organization to provide your members with vital information and motivation to join your team. For help doing this, please contact the Komen Dallas County office at 214-750-7223 or put a request online at komen-dallas.org/about-us/health-fairs-speaker-requests/
- Host a registration sign-up event with a breakfast, lunch or happy hour party. Encourage all team members to bring guests to the event.

MANAGING YOUR TEAM

Communicate with your team often to keep them on track for meeting your fundraising goals while promoting a healthy competition between team members. Here are some different ways to manage your team successfully.

- Acknowledge individual team member milestones publicly.
- Remind team of upcoming fundraising events including action items per team member and any progress towards event fundraising goal.
- Host regular social meet-ups to brainstorm, update and just have fun!
- Remind everyone why they are participating by sharing personal stories of your Everyday Heroes and encouraging your team to nominate theirs online at komen-dallas.org.
- Challenge your team to send out emails, make social media posts or have a letter writing campaign. Follow up and let them know who saw the most success from their efforts!
- Motivate your team by competing in different team challenges for the Dallas Race and share your rank often. We'll post weekly rankings online on our Teams Page at komen-dallas.org.
- Have each team member ask their HR department about their Matching Gifts Program.
- Remember to have fun! Allow everyone to contribute ideas and make decisions as a team. Together, you and your team can do more than you ever could alone.



RECRUITMENT ACTIVITY

When forming your team, know that only registered participants for the 2014 Komen Dallas Race for the Cure® will count towards your team member goal. Any company, healthcare, school, faith or friends and family group can form a team.

See a few ideas below on where to find team members, but remember anyone is a potential teammate!

Place of worship	Family
Neighborhood	Workplace
School faculty	Fraternity/Sorority friends
Vendors	Facebook friends
PTA members	Former classmates
Your gym	Clients

Set a goal to recruit at least five members on your first day. Take five minutes to list out potential team members and rank them on a commitment scale from 1-5 (5 being the most committed).

	Rank	Name
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Ask those who you think will be the most committed to helping you reach your fundraising goal first. Be sure and share your personal reason for participating and send your customized URL link for them to join. Once they register, challenge them to recruit at least two members on their own.