

Team Captain Checklist

Fundraise



- Lead by example. Take the first step in reaching your fundraising goal and donating to your team!
- Create a list of past donors and new potential donors and reach out via email, text, or phone call.
- Follow the Celiac Disease Foundation on social media and share updates with your donors and team members to show how their support helps.
- Use our Email Signature graphic to link the fundraising page to your email signature and spread the word.
- Check with your employer to see if they have a matching gift program and encourage your donors to do the same to have double the impact. Take it up a notch and ask about creating a corporate team.
- Be sure to thank donors promptly after they donate. Thank them directly on your fundraising page, use our email template, send a handwritten note, or give a shoutout on social media to recognize them.



For questions, please contact turkeytrot@celiac.org.

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Recruit



- Send an email to your entire network, including former team members and potential new team members to encourage them to join or support your team.
- Post your team page link on social media and call for friends to join your team.
- Challenge each of your team members to recruit their family, friends, or colleagues to join.
- Create an outreach schedule to follow up with people who have not registered or supported your walk.

Engage



- Every time a new member joins, send a personalized email to thank them for registering.
- Design custom team shirts to wear on event day through our Bonfire fundraiser.
- Create a communications calendar to stay in touch with team members. Share fundraising tips, fundraising updates, and team highlights to encourage and motivate team members.
- Post team photos in the private Facebook group.
- Plan team building events to help boost comradery such as training walks/runs, happy hour, or trivia night (test your celiac disease knowledge!). These can be virtual or in-person.
- After the Turkey Trot, send a thank you note to all team members and donors sharing a team photo, total fundraising, and favorite memories from the event.



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