TURKEY TROT 2026
CELIAC DISEASE FOUNDATION®

Team Captain Checklist

Fundraise

- [ ] **MAKE IT PERSONAL:** Customize your fundraising page with pictures and your celiac story.
- [ ] **START STRONG:** Donate to your own team first to lead by example.

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- [ ] **GET IN TOUCH:** List past donors and potential new donors, then reach out by email, text, or phone call.
- [ ] **SPREAD THE WORD:** Follow the Celiac Disease Foundation on social media and share their updates with your donors and team.
- [ ] **SIGN AND SHARE:** Add our Email Signature graphic to link your fundraising page right from your inbox.
- [ ] **DOUBLE YOUR IMPACT:** Ask your employer about a matching gift program, and encourage donors to do the same. Consider setting up a corporate team too!
- [ ] **SAY THANKS FAST:** Thank your donors promptly! Use our email template, send a handwritten note, give them a shoutout on social media, or thank them right on your fundraising page.

Recruit

- [ ] **CAST A WIDE NET:** Email your whole network, including past team members, inviting them to join or support your team.
- [ ] **POST AND PULL**: Share your team page link on social media and call on friends to join.
- [ ] **PASS IT ON:** Challenge each team member to recruit their own family, friends, or coworkers.
- [ ] **FOLLOW UP**: Set an outreach schedule to check back in with anyone who hasn't registered or donated yet

Engage

- [ ] **WELCOME WARMLY:** Send a personal thank you email to every new member as soon as they join.
- [ ] **STAY CONNECTED:** Build a communications calendar to share fundraising tips, updates, and team highlights.
- [ ] **SHOW OFF:** Post team photos in the private Facebook group.
- [ ] **BUILD TEAM SPIRIT:** Plan team building events like training walks, happy hours, or trivia nights (test your celiac disease knowledge!), virtual or in person.
- [ ] **WRAP IT UP:** After your Turkey Trot, send a thank you note with a team photo, your fundraising total, and favorite memories.

For questions, please contact turkeytrot@celiac.org.