

## TEAM CAPTAIN GOAL SETTING WORKSHEET

**Team Name:**

**Captain:**

**Co-Captains:**

When setting your team’s goals, look back at your team’s performance from last year (if applicable). The average walker raises $100. The average team captain raises $253.

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| **PREVIOUS YEAR’S RESULTS *(ALF Staff can provide the below information if requested)*** | **THIS YEAR’S GOALS** |
| **# of team members:** | **# of team members:**  (i.e.: 20% increase = number of previous year walkers x 1.2) |
| **$ amount raised: $** | **Minimum $ goal:** $  (i.e.: team member goal x previous team member average) |
| **Average team member $ raised: $**  (Dollars raised ÷ number of team members) | **Suggested $ goal: $**  (i.e.: number of team members goal x $100 walker average) |

**2020 PLANNING ACTIVITIES**

1. Appoint team co-captains

### Due date:

People to ask:

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1. Customize team web page (visit your MY HQ)

### Due date:

1. Recruitment activities

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| **ACTIVITY** | **DATE** | **$ GOAL** |
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1. Fundraising activities
   1. Announce via email and/or social media your team has been created. Include all previous team members and/or company employees

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| **ACTIVITY** | **DATE** | **$ GOAL** |
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### Due date:

* + 1. Email to all team members announcing goals and activities

### Due date:

* + 1. Thank you note to all team members

### Due date:



**RECRUITMENT CHECKLIST**

* I have set my team recruitment goal (if I am a returning team captain, my goal is at least

20% higher than my previous year’s team size).

* I have selected my co-captain(s) and a team committee to assist me in organizing and motivating my team.
* If I have a corporate team, I have secured support from my company’s top executives.
* I have set a date for our recruitment event and asked the ALF to send a representative to my event.
* I have publicized my team through posters, newsletters, social media and word of mouth.
* I have personalized my email signature to let others know I am riding and recruiting team members.
* I have made a list of possible team members and personally asked each individual to join my team.
* I have encouraged every team member to recruit at least one new team member to join our team.
* I have contacted the ALF for help brainstorming other ideas.

**FUNDRAISING CHECKLIST**

* I have set a team goal and have informed all of my team members of our team fundraising goal.
* I have personalized my personal and team web page with a picture and short story of why we walk.
* I have familiarized myself with the fundraising resources available on [**liverlifewalk.org**](http://www.bikems.org/).
* I have asked my company or organization to make a donation to our team.
* I have asked my team members and donors if their companies have a matching gift program. If so, I have encouraged them to ask their coworkers to donate to them and request matching funds.
* I have planned at least one fundraising event for my team (e.g. bake sale, car wash, etc.).
* I have told everyone on my team the date of our fundraising event and delegated responsibilities to them.
* I have informed the ALF of our fundraising event.