



Team Captain Tool Kit

19th Annual (and 2nd virtual)

Donate Life Run/Walk

Saturday April 24, 2021



saving lives through
organ, eye & tissue donation

Dear Team Captain,

Thank you for joining us at the 19th Annual (and 2nd virtual) Donate Life Run/Walk. Through this event, we focus our efforts on HONORING those who have saved lives as donors, INSPIRING our diverse communities to donate life and HEALING lives through transplantation. As a team captain, you are in the position to encourage and spread the word about organ and tissue donation. We have gathered the essential tools that will help you lead your team through key parts in reaching your team's highest achievements:

- Role as a team captain
- Timeline check list
- Tips for fundraising
- Recruiting team members
- The power of social media
- Tips & tools
- How to create your personal and team page



Being a Donate Life Run/Walk Team Captain is fun and easy with the simple tools we have provided. With your help, we can spread the word about organ and tissue donation within our communities. Once you sign up, customize your team's page, track your team's progress online and receive emails with special tips and ideas! If you have any questions, please contact our team at (213) 356-5223.

[Saturday, April 24, 2021](#)

Live on [Facebook](#)

10:00 a.m. – Opening Ceremony

www.DonateLifeRunWalk.org

Your role as Team Captain

As a Team Captain you are a leader, and without you the virtual Run/Walk would not be possible. Your role is to build the excitement within your team and help team members meet their fundraising goals.

Get started today:

- Register your team
- Recruit members
- Build camaraderie
- Fundraise
- Communicate and spread the word
- Create memorabilia (optional)
- Decide how you and your teammates will participate; walk, run, bike, online or together socially distanced
- Celebrate!



Recruitment

- Get excited! Talk about the virtual Run/ Walk and your team to everyone you meet. Your excitement and involvement is contagious.
- Recruit your family and friends. Other potential members can be found at your place of worship, doctor's office, neighborhood, etc.
- Arrange an employee presentation at work. Create a challenge between departments or other locations.
- Get the word out and display the event everywhere! Put up Donate Life Run/Walk posters with your team name in the lounge, lunch room, fitness center, lobby, elevators and/or stairwell.
- Motivate your team. Hold regular virtual or socially distanced team get-togethers to build spirit and keep everyone informed.
- Tell your story or the story of your loved one. Spread the word about how organ and tissue donation has affected your life.
- Mobilize your team. Ask each person who joins your team to recruit at least **3** other team members. If you start with only **3** team members, and they each recruit **3** more team members, and those people each recruit **3** new team members—you'll have **39** team members.
- Post on social media. Invite your friends to register for your team and raise funds online. Be sure to include the web address to your team site so that they can register.

Fundraising Tips

- ❖ **Get started earlier** you make it easier to reach your team's goals and see the impact you are creating.
- ❖ **Set goals** as a team and strategize how you're going to reach them.
- ❖ **Lead the way** for your team by making your contribution first.
- ❖ **Kick off** the team spirit at a virtual house party and collect contributions. Create a theme and have fun with it!
- ❖ **Make a change with your pocket change** - Put your pocket change to good use and put a change box on your dresser or desk at work and watch it multiply.
- ❖ **Bake sale** - Let the kids help out and host a friendly bake sale.
- ❖ **Garage sales** - Get rid of all the clutter and have a garage sale. Ask your team to join you and double your efforts.
- ❖ **Let your story be heard** - Send out a letter with your story and why you are passionate about increasing the public's knowledge of Donate Life. If you're walking in memory of someone, add a personal photo of your loved one to your letter.

Make a #SocialChange



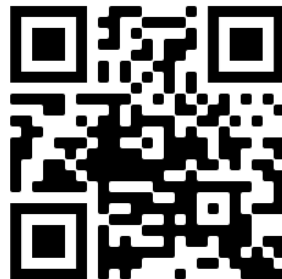
@DonateLifeRunWalk



@DonateLifeRunWalk



@DonateLifeRW



Power of Social Media

Use the following hashtags in your posts:

#DLRW2021 #OneLegacy #VirtualRunWalk #DonateLife

Facebook

- Keep all your friends up to date on your team's progress and keep a countdown week to week until the walk.
- Make your group gatherings Facebook official and invite all your friends who haven't joined the team yet.
- Take a second to thank everyone for their support or sponsorship toward your team.

Instagram

- Post pictures of your team's memorabilia and your latest team events.
- Post videos of team members and interview them on why they are walking.
- Create a hashtag that you and all your team can use for their team pictures
#DLRWTeam(insert team name)

Twitter

- Tweet @ new team members and welcome them.
- Tweet about the latest ways you have prepared for the Run/Walk, whether doing a practice activity or scoring a great sponsorship.



Check List

- ✓ Register your 2021 virtual Donate Life Run/Walk team online at www.donateliferunwalk.org.
- ✓ Customize your team page with photos and team inspiration and personalize your personal page with why you walk.
 - Set your fundraising goal.
 - Set your recruitment goal.
- ✓ Import your email contacts and begin sending out emails to friends and family.
 - Invite them to join your team.
 - Invite them to contribute in your honor.

Timeline

- March 26th – last day to register and still receive a Donate Life Run/Walk t-shirt
- April 15th – 10:00am to 3:00pm option 1 to pick up t-shirt from a OneLegacy office (choice selected at time of registration)
- April 17th – 10:00am to 3:00pm option 2 to pick up t-shirt from a OneLegacy office (choice selected at time of registration)
- April 24th – Event day!