

## **Step-by-Step to Recruit A Winning Team!**

**This is a two-month program that takes you from recruitment through fundraising and finally to thanking your teammates.**

### **Six weeks out: Get Organized!**

- Set a goal: How many walkers do you want to recruit?
- Find a few people to help you – people in different departments if you're at work or in parent groups, schools, etc., who can encourage co-workers, their families and friends to participate. They can help you distribute sponsor forms or plan events to organize your team.
- Find out if your company and your donors' employers offer Matching Gifts. Check the matching company list in this packet. If you don't find your company listed, ask your Human Resources manager if your company will match donations.
- Your March of Dimes chapter can provide you with electronic artwork to create memos, notes, reminders and signs.
- Don't forget to ask your friends and family to join you.

### **Five weeks out: Spread the Word...It's Fun!**

- Place sponsor forms in a high-traffic area in your company or in popular local places such as restaurants or stores with a community board. Bring up March for Babies at your community board meeting. Suggest at your children's school that this is a great community and educational project for the kids to do together.
- Direct potential teammates to the March of Dimes March for Babies Web site at
- **marchforbabies.org** to join your team and begin fundraising.
- Obtain permission to display March for Babies posters around your workplace, at your children's school, day care, etc. Add your name and number so people can contact you about joining the team.
- Get creative about generating excitement around this event. Promote friendly competition between departments or ask to speak at the next company get-together if you're at work. At home, plan a special event, such as a garage sale or a block party.

### **Four weeks out: Use Your Network!**

- Use several methods of communication to reach potential teammates. Perhaps it's e-mail, voice-mail, memos, paycheck stuffers, bulletin boards, signs – or just plain word-of-mouth!
- Use e-mail and voice-mail messages included in this kit to get started. It's easier than you think!
- Distribute extra sponsor forms in employee mailboxes, parents' cubbies in day care, in your place of worship, etc., so they can invite their friends and family to join.
- Ask your March of Dimes contact person about videos and other materials that you can use to enhance your recruitment efforts. They're here to help!

### **Three weeks out: Think March for Babies!**

- If you're at work, set up an information table in or near your cafeteria or employee lounge to sign up walkers. You can do the same thing at a community site.
- Stay in touch with your March of Dimes contact person for advice and organizing tips.

### **Two weeks out: Keep Using That Network!**

- This week is important! Keep using your e-mail and voice-mail messages and word-of-mouth.
- Hold a special informational meeting with team members to brainstorm new ways to recruit walkers beyond those people you've already reached!
- Set aside a few minutes each day to touch base with people who have promised to join you but have not yet signed up. Remind them of the progress your team is making!

### **One week out: Build Team Spirit!**

- Plan a rally for next week to celebrate your recruiting success and plan last-minute details. Send around an e-mail inviting people to the rally and ask them to bring someone who may not have signed up yet.
- Distribute extra copies of sponsor forms. Ask for help! Get others involved and utilize your team to help you. They'll feel great about helping out and your team will grow stronger.
- Select a good meeting spot where the team can meet on March for Babies Day that is safe and convenient. You may want to arrange shared transportation among team members.

### **The week of March for Babies: The Home Stretch!**

- Are your key team members helping you meet your goals? Get together and plan one last organizational meeting. Encourage your team members to invite their friends and family to join in the fun.
- Check to be sure all your team members have Matching Gift forms and have some extra forms available, too.
- Review all checklist suggestions. Have you missed any? Are there any worth repeating?
- Send last-minute reminders by e-mail, voice-mail, memos and flyers. Review meeting details, including your team's meeting location and time.
- Remind all your walkers to bring their donation money with them to the event.
- Make copies of maps and directions if necessary. Check the weather forecast and remind everyone that March for Babies happens rain or shine. Be prepared appropriately.
- Enlist the help of your team members to spread the word about the March of Dimes and why it's so important to walk to help give every baby a healthy start in life.
- Remember to bring your camera to capture your team in action!
- Have fun! Giving every baby a healthy start is important – and so is having a great time!

**The week after: Congratulations! You've Made a Difference!**

- Send a press release with photos to your company newsletter and your local newspaper.  
Praise your team!
- Send thank-you notes to your team members. Don't forget to circulate those photos!
- Collect donations that may not have been handed in on March for Babies Day.
- Check to be sure that team member's Matching Gift forms have been filled out correctly.

**Thank you for being a Team Captain!**