

WALK  TO CURE DIABETES

Walk Talk



Dear Walker,

Welcome to Walk season! As a Team Captain, you will be receiving weekly coaching emails from JDRF. Every other week, starting next week, your walkers will receive a coaching message as well. The goal of these coaching emails is to give you tips, ideas, and keep you on track with your team building and fundraising. Your Team Captain coaching emails will focus on your role as captain and the emails that go to all walkers will be general information helpful to everyone! We hope you find them all to be encouraging and beneficial!

Now that you are registered as a Team Captain, you want to focus on building your team of walkers. Be sure to follow these easy steps to set up your team in your [Participant Center](#)!

1. Click on your **Email Tab** in your Participant Center.
2. Click on Templates and then Join My Team. Here you will find a letter all set up for you to send to your contacts encouraging them to join your team. Feel free to personalize.
3. Import/Add your contacts by click on the **Contacts** link at the right of your Email tab. This step allows you to easily reach out to you personal contacts using an online address book into which you can easily upload contacts from other address book applications — such as Google Mail, Yahoo Mail, Microsoft Hotmail, Outlook or Outlook Express, AOL and others — or you can manually enter the email addresses of you contacts.
4. Send out your Join My Team email!
5. We also encourage you to customize your **Team Page**. The Team Page is a great recruitment tool to direct potential walkers and donors to learn more about your involvement. You can share your team's story and promote any incentives or prizes that might encourage people to join your team or make a donation.
6. Remember, the homepage of your [Participant Center](#) will give you tips on what to do next and other easy steps to follow for your fundraising. That is the hub of all your online activity!

#### Tip of the Week: Set & Promote a Team Goal

As a Team Captain, one of your big jobs is motivating your team in their fundraising. A great way to focus everyone on the campaign is to set a team goal. First think about setting a goal for the number of walkers. For a company, you'll want to strive for 20-50% of the employee base. The average team is about 10 walkers and can be divided by department, floor, etc. So the more employees you have, the more teams you'll want to recruit! Don't forget to include co-workers, friends, family, and neighbors.

Secondly, it is a great idea to set a team fundraising goal. Each walker is encouraged to set an individual fundraising goal (on average, a walker raises \$100) but it is helpful to set a team fundraising goal as well. It gives everyone common ground and is a great motivator to continue fundraising. Keep the goal in front of your team members with encouraging emails and messages. Think about offering an incentive if your team reaches their goal such as a breakfast, pizza party, or a bonus vacation day.

**Thank you again for all you do for JDRF!**