



Friends & Family Teambuilding Tutorial

Step 1: Set A Fundraising Goal

Use the chart below to create your team fundraising goal.

\$	Family letter-writing campaign (The best way for a Friends & Family Team to raise money is to send or email a letter to everyone you know.)
\$	Number of walkers: ___ All walkers are encouraged to raise \$100 or more and become a Champion for Cures. Walkers who reach \$100 receive a balloon and t-shirt at the walk (Include neighbors, co-workers, family, friends of employees, etc. on your team.)
\$	Matching gifts (Ask your team members if their company has a matching-gifts program.)
\$	Team fundraising events/activities (Create some FUNdraising activities to create excitement and raise funds – Wii tournament, spaghetti dinner, garage sale, etc.)
\$	Total Team Goal

Step 2: Write a Personal Fundraising Letter

- Compose a passionate letter about why you are walking and how people can join your team and/or make a donation.
- Send your letter to your holiday card list or email your letter to all your contacts. The more letters you send the more funds you will raise.
- Include a link to your online fundraising page so that your contacts can easily donate to you online.

Step 3: Recruit Walkers

- Anyone can walk on your team and raise money. Ask your friends, neighbors, family members or co-workers to join your team to help raise funds to cure blood cancer.
- Plan a kickoff to sign up walkers and get them excited.
 - Inspire potential walkers to participate and donate.
 - LLS staff and/or volunteer can help by discussing LLS, blood cancers and Light The Night.
 - View a Light The Night video
 - Make the kickoff fun and festive.

Step 4: Create Excitement

- Have a team T-shirt
- Send a series of communications:
 - Create excitement with email updates on your team's progress.
 - Provide fundraising suggestions to all walkers and share your team's fundraising success via email.

Step 5: Raise Money

- Ask every walker on your team to raise a \$100 or more to become a Champion for Cures and receive an illuminated balloon, t-shirt and a wristband for food on walk night.
- Approach favorite businesses to sponsor your team. Send a letter or just ask when you visit them to 1) Walk as part of your team; 2) Support your team through donations – put out a canister for change; or 3) Support your team by donating a prize for your team's top fundraisers.
- Plan a team fundraiser, such as a luncheon, garage sale or Wii tournament.

Step 6: Celebrate Your Team's Success

- Attend the Walk. Take a team photo. Celebrate making a difference in the fight against cancer!
- Thank your walkers and share your team's fundraising successes.

