



Food Allergy Heroes Walk

Team Captain Guide

Brought to you by OWYN Brands,
a FARE National Strategic Partner



Team Captain Guide and Checklist

As the team captain, you have the power to make an even bigger impact! Our team captains are an integral part of the success of our Food Allergy Heroes Walks by recruiting walkers, spreading the word of the event, raising money, and helping team members recruit walkers and raise money.

Use this guide to help you and your team be effective fundraisers for your local walk.

Get Started

- Register your team on-line and create a team name.
- Set a fundraising goal.
- Make a self-donation to kick-start your fundraising.
- Set a team member goal.
- Personalize your team page on the Participant Center with a picture and story of why you're walking. The more compelling and personal your story is, the more effective your fundraising will be.

Recruit Your Team

- Upload your email address book using the easy tools on the Participant Center
- Invite friends, family, neighbors, and co-workers to join your team as fundraising walkers through Food Allergy Heroes Walk website.
- Have a recruitment party and invite guests from work, school, church, and your community to share about the Food Allergy Heroes Walk.
- Display Food Allergy Heroes Walk posters in high-traffic areas at work and in your neighborhood.
- Encourage team members to recruit families, friends, and neighbors.

Keep the Momentum Going!

- Send weekly e-mail updates about the number of team members recruited and the funds that have been raised.
- Keep team members informed of quick, fun and easy fundraising ideas.
- Share success stories! Recognize top fundraisers through memos, e-mail, etc. in meaningful ways.
- Plan group fundraisers to keep team members involved and help them reach their fundraising goals.

Reach Your Goal

- Do an online fundraising campaign. Share your story. Keep it personal.
- Encourage each walker on your team to conduct their own online fundraising campaign. Every dollar makes a difference. The average online letter-writing campaign raises \$500 or more!
- Initiate competition between your walkers on your team.
- Get creative with your fundraising. Host fundraising activities such as car washes, movie parties, restaurant nights, or yard sales.

Celebrate Your Success

- Attend the Food Allergy Heroes Walk!
- Take lots of pictures of your team enjoying the walk
- Congratulate and thank your team members for participating!
- Send or post an event thank you, providing details of the day and pictures.