

COMPANY TEAMS

Set Walker & Fundraising Goals For Your Team

- Recommended team building goal: 10 - 20% of total number of employees.
- The team goal can include family and friends as well as employees.
- The fundraising goal should start at \$100 per-walker minimum. Be sure to emphasize the fundraising effectiveness of writing letters and e-mails to family, friends and co-workers and encourage team members to raise above minimum.

Recruit As Many Team Captains As Possible

- Start by helping the company identify or appoint an overall team captain to lead the team building effort. This person will serve as the main liaison with the ALA office for this program. Ideally this person will be directly affected by lung disease in some way.
- Encourage (and help!) this team captain to recruit assistant team captains in every department or on every floor.

Recruiting Team Captains and Walkers

- Try to use a "top down approach" to teambuilding whenever possible. Draft a memo from the president or another top executive and send to all department heads asking them to appoint a team captain for their department or area.
- Send a memo from president or other top executive to all employees telling them about the Walk and encouraging them to join the company team or to sponsor a co-worker.
- Always try to make the Walk "personal" by highlighting the fact that many employees of the company are directly affected by lung disease and will benefit from the company's participation in the event.

Internal Team Building Meetings

- Arrange for a 10 to 15 minute Walk presentation to be given at a regular management staff meeting. Try to make a Walk presentation to as many other non-management employees that you can. Have employees "sign up" at the conclusion of any Walk presentation.
- Always try to have a team captain, touched by asthma or lung disease, speak at the presentations.
- Always distribute Walk materials and ALA literature as part of any Walk-related meetings you have with employees, team captains and senior managers.

TEAM BUILDING STRATEGIES

Effective Internal Team Building Incentives

- Distribute a team t-shirt (designed and paid for by the company) for every walker.
- Provide incentive prizes (selected and paid for by the company) for top walkers or departments.
 - Recognize top performing fundraisers
 - Offer a full or half day off for walkers that raise \$500 or more
 - Offer use of the CEO's parking space for a month to the top fundraiser
- Create positive competition between divisions, departments, sites or branches of the company.
- Publish a "thank you" list of all the walkers who raise \$100 or more in the company newsletter, or in a special thank you memo to employees.

FAMILY AND FRIENDS TEAMS

1. Set goals for the number of walkers and for the total amount that you hope your team will raise.
2. Target people that you definitely would like to ask to walk on your team. Your top prospects should include:
 - You and your spouse or significant other
 - Your children
 - Grandparents/parents/in-laws
 - Your brothers and sisters
 - Cousins
 - Aunts and uncles
 - Your child's godparents
 - Your closest friends in and out of work
 - Friends that you know are touched by lung disease in some way
 - Neighbors
 - Your child's classmates or teammates
3. Make sure each new team member registers to officially join the team. Either collect a Registration Form for that team member to turn into your local ALA office, or have them register online to join the team.
4. Make sure all your walkers know why their participation in the Walk is important to you and to millions of other families who are directly affected by lung disease in some way. Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of the team's fundraising efforts during the months and weeks leading up to the Walk.
5. Draft and mail (or email) a letter about your family's participation in the Walk to your holiday card mailing list, your co-workers and any business associates you and your spouse may have. Encourage all of your Team Members to do the same.

TEAM BUILDING STRATEGIES

6. Design and order team T-shirts for all the walkers on your team approximately 2 to 3 weeks before the Walk.
7. Plan to have a special pre-Walk dinner or a post-Walk get together at your house to help celebrate the day and thank everyone for their support.
8. Write everyone thank you letters that includes the fundraising results for your team and for the entire Walk.
9. Relax and be proud of the important role your family and friends played in helping the American Lung Association win the fight against lung disease!