



## 10 TIPS FOR TEAM T-SHIRTS

**More than any other factor, Team T-shirts help build a Team prior to a Walk and unite a Team the day of a Walk.**

**Here are some 10 tips to keep in mind regarding Team T-shirts...**

1. They should be bright and colorful so they **Stand Out** as much as possible the day of the Walk.
2. The designs, logos and slogans on them should be as creative and unique as possible so they are a conversation piece both during and after the Walk. Team T-shirts are (in effect) walking billboards for your company or family.
3. A great way for a company or Team of any type to develop creative and unique designs for its Team T-shirt is to sponsor a T-shirt design contest for its employees.
4. Another great way is to tap the talents of the company's PR Department staff, or involve the company's public relations firm.
5. Good Team T-shirt designs almost always include both the company name & logo and the name & logo of the Walk.
6. For a Family Team, make the T-shirt a crafts project. You can find everything you need from the T-shirt, to iron-on decals and fabric paint at a local crafts store!
7. An especially key point to remember is that Team T-shirts are paid for by the Team so that every dollar raised in the walk will go to support the American Lung Association and its asthma and lung disease programs. Ask a local print company to donate their cost of printing in exchange for their logo on the T-shirts.
8. An important thing to remember about team T-shirts is as an exceptionally effective **Walker Recruitment Tool** if publicized and promoted by the team captain prior to the Walk. People Love T-shirts!
9. Although creative, unique Team T-shirts are best, a bland, uncreative T-shirt is, in most cases, better than no Team T-shirt at all. Almost all Teams usually get better at designing their T-shirts as the years go by. Get started with Team T-shirts this year and get good at designing yours next year!
10. Need help designing or ordering your team T-shirt? Call 1-800-LUNGUSA!