



## KEYS TO SUCCESSFUL TEAMS



Be creative, have fun, and ask everyone you know! (*50+ Contacts in 5 Minutes*) People want to support you and the causes you care about. **Give them the opportunity to help!**

**BUILD YOUR TEAM** (*see Friends & Family letter*) Recruit as many people for your team as you can. Encourage friends, colleagues, neighbors, and family to join your team. Ask each team member to recruit 5 new friends to join them. You can even create a team t-shirt, if you like. Even your pet can be a team leader!

**REGISTER ON-LINE** ([www.fw4elders.org/walk](http://www.fw4elders.org/walk)) Create a personalized Team page: set a goal and track your donations. Make your goal challenging but realistic—a large but attainable goal will help your team members feel proud and motivated.

**SHOW YOUR ENTHUSIASM** (*Telling Your Story, Elevator Pitch*) Show your commitment and encourage others to give by telling your story on your page. Explain why you and your group are supporting the *Walk to End Elder Isolation*.

**SPREAD THE WORD** Create your team page at [www.fw4elders.org/walk](http://www.fw4elders.org/walk) and help your team members create their personal pages. Post on social media or send e-mails asking for support. Tell everyone what motivates you. It could motivate others!

**MAKE THE ASK** (*see How to Raise \$500 in 7 days*) Ask your friends, family, neighbors, colleagues. You'll be surprised how many people will respond. People want to help!

**TEXT, EMAIL OR MAIL TO RECRUIT TEAM MEMBERS** (*See Family & Friends letter*) Use our *Talking Points, Elevator Speech*, and other materials to tell FriendshipWorks' story, then add your own personal reason for participating.

**SEND FOLLOW-UP EMAILS AND LETTERS** *Example:* I am writing again to encourage you to join/donate to [*insert your team name*] for the *Walk to End Elder Isolation*. Your participation would mean a lot to me and to the elders you will be helping.

If you need help with registration or creating team pages, please contact Jane Marks at [jmarks@fw4elders.org](mailto:jmarks@fw4elders.org), or call her at 857-465-3147.