

## Ten Tips for Recruiting Team Members

As a team captain, it's your job to build your team. Approach recruiting participants the same way you'd approach potential donors, by tapping into your networks. Think of all the people you know: friends, relatives, teammates, group associates, co-workers, etc. Then highlight names of people you think may be interested in participating in this worthy cause. Be sure to thoroughly explain the cause of the fundraiser, who will benefit from the funds raised, and inform people how they can make a difference by joining your team.

We have compiled this list of ten tips to help in your recruiting efforts.

1. **Create a Potential Team List.** List all potential prospects: friends, relatives, teammates, group associates, co-workers, etc.
2. **Start Early.** Begin recruiting as soon as you've registered your team online. The earlier you get friends, family & co-workers involved, the sooner you can begin planning your team's fundraising activities and building excitement.
3. **Speak to Groups.** Tell your story at a company meeting or group gathering, and ask others to join your efforts to make a difference to the benefiting organization. Be sure to include the reason why you decided to be involved. What is your story? Often it is your story that motivates others to act.
4. **Promote the Fundraiser:** Post announcements on your Facebook, LinkedIn and other social networking sites. Post event flyers in break rooms at work or on community bulletins.
5. **Recruit at an Event:** If you are recruiting at another event, social gathering, or area with lots of foot-traffic (such as a grocery store) be sure to bring information about the cause and have a sign-up sheet on site.
6. **Send an Email to Your Contacts.** Briefly share your connection to the cause, a current statistic about the need for financial support, and a call to action such as 'Join my team and help me fight this cause'
7. **Offer Incentives.** Conduct a raffle or offer a small gift certificate to the first three people who join your team. This will encourage people to sign up quickly.
8. **Go Viral.** Tell everyone you know that you are looking for team members, and invite them to help you spread the word. If one of your direct contacts is not able to participate, perhaps they may know someone else who would be interested.
9. **Make It Simple.** Explain how simple registration and donation collection can be with the easy-to-use DoJiggy online registration website your organization has implemented.
10. **Make It Fun.** Be sure to explain the benefits of being involved in the fundraiser. Yes, it's for a great cause, but what else does the event offer? For one...a sense of purpose! But other "fun" benefits include: social engagement, event entertainment, a chance to win prizes, etc.