

Team Recruitment Talking Points

As a team captain, you'll want to reach out to friends, family, co-workers, and other associates you know from work, church, and group activities, in order to recruit more members on your team. Remember, the more team members you have, the greater your potential is for raising more funds and reaching your fundraising goals.

Below are some talking points to use when you contact potential teammates.

- You may have heard I'm forming a team for the [Fundraising Event/Organization] on [date] at [location].
- I'm calling (or emailing) because I would like to ask you to join my team, [team name]. I'm trying to get about nine of my friends, family and co-workers to work together to help make a difference for [the cause]. I'm inviting you because I think you would make a great addition to this team!
- I can't tell you how much your support would mean to me. This cause is very important to me, since [share a story about the reason you support this cause].
- Include a compelling statistic: [i.e. More than 2 million people are living with this disease, and that number is expected to double in the next 10 years]. Now is our chance to make a difference for the greater good!
- You can sign up online [<http://event.dojiggy.com>] – It only takes a few minutes. Select "Join a Team" when you log-on. Look for [name of team], and create a personal log-in under our team. This will allow you the ability to create your own fundraising page where you can tell your story, upload photos, and direct potential donors to make donations.
- The [Fundraising Event] is open to everyone. There will be a number of activities that appeal to all ages including: [live music, food, booths, anything fun at your local event].
- We fundraise as part of the event as a way to raise funds to support a worthy cause. It's a win-win situation, providing a fun, social environment for members of the community and raising money to support this charity.
- Thank you for considering joining my team!