



# Virtual Team Captain's Guide

## HOW DO I BUILD A TEAM OF HEROES?

Thank you for serving as a Team Captain! You are playing a vital role in the fight against cancer. Your role is to not only recruit teammates who will help raise money to fuel cancer research but to encourage and celebrate with your team. As a Team Captain and a teammate, you are stepping outside yourself to take up the Huntsman shield to fight alongside researchers, doctors, and patients who are our family and friends. YOU are a hero! YOU are making a difference.

**Thank you for supporting cancer research at Huntsman Cancer Institute.**

# GETTING STARTED

## WHERE DO I BEGIN?

1. Go to [huntsmansportsfestival.com](https://huntsmansportsfestival.com) and select which event you want to participate in. If you are doing a “non-traditional” virtual class or activity register under the running page. Register for the event, and make sure to select **Create a Team** when prompted.
  - If you already registered as an individual, but want to create a team- no worries. We can help you update your account. Just email [events@huntsmanfoundation.org](mailto:events@huntsmanfoundation.org) or call **(801) 584-5738**.
2. Name your team something fun and/or meaningful.
3. Set a practical team fundraising goal
4. Customize your personal and team fundraising pages.
  - Make it personal. Share why this cause is important, why you're excited to participate, and why people should join the team and/or donate to your page.



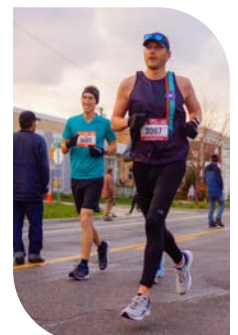


## HOW DO I BUILD MY TEAM?

- Set a goal for how many people you want on your team.
  - Start thinking of who you can invite to join your team and make a list. Look for people who are passionate about helping fund cancer research, and who enjoy being active.
- o Think of who would be interested – gym buddies, neighbors, co-workers, good friends, family members, etc...
- Share your team page on social media, tell people why cancer research is important to you, and invite them to join your team.
  - Help your team members get registered and update their personal fundraising pages.
  - Host a team kick-off party (virtual, of course)! Invite everyone to Zoom, Facetime, Google hang outs, or any other program online program to build excitement for the event and answer any questions people have.

### PRO RECRUITER TIP

If you're struggling to build your team, try visiting with and ask each potential team member to join your team in person. People respond better when they are asked in person.



# BUILDING MOMENTUM

## HOW DO I HELP OUR TEAM GET EXCITED AND ACHIEVE OUR FUNDRAISING GOALS?



- Ask people to donate to your team or personal page by sharing your team's fundraising page on social media and sending personal emails.
- Set up a way that your team can communicate easily with each other and send updates.
  - Try using the "Group Chatter" function through your dashboard on your fundraising page
  - You can also try utilizing a group text, private Facebook Group (with your team name), Slack, etc.
- Create team shirts to build camaraderie!
  - You can also sell these to help boost the team's fundraising total.
- Encourage, motivate, and support your team from start to finish. If you think someone is struggling to fundraise, help them get connected to our resources page to get ideas.
  - We have email templates, fundraising tips/ideas, social media tips, and more on the Huntsman Heroes event website's Tool Kit page.
- Plan a team fundraiser! This is a little tricky with social distancing, but there's still ways to get creative. Host a cooking demonstration of your favorite recipe where people video in, do an online game night, or scavenger hunt. Have people donate a certain amount of money for every Netflix show you watch or review, each book you read, each mile you train, etc. and split the profits with everyone involved.
- Take team photos to share on social media, personalize fundraising pages, update the team page, make everyone feel included. If you have Photoshop skills, Photoshop a team photo together.
- Give a shout-out whenever a team member meets a benchmark or achieves their goal.
- Remind your teammates that they can get a Huntsman Heroes jersey, jacket, and/or cycling bibs when they meet certain fundraising goals
- Check with the company you work for (and the companies of your teammates) to see if they match donations. [Click here](#) to view a list of companies that offer a matching gift program.





## HOW DO I MAKE SURE THAT ALL OF MY TEAM MEMBERS ARE PHYSICALLY READY FOR OUR EVENT?

- Encourage team members to share their run or ride through a fitness app that tracks their mileage. This is a fun way to stay engaged, be accountable, and share your progress.
- Plan to run/ride at the same time on a certain day and encourage everyone to participate. Even if we're separated by distance it helps to know we're not alone.
- Share recipes to help those who are trying to eat healthier.

# CROSSING THE VIRTUAL FINISH LINE

## WHAT CAN WE DO TO HAVE THE BEST EXPERIENCE ON EVENT DAY?

- Send out a 'good luck' text or email to your teammates the week of the event.
- Make sure everyone knows the schedule for the day. Watch for special messages on Facebook and via email from sponsors and team members at Huntsman Cancer Foundation.
- Have everyone on your team take photos of how they are participating that day, and cheer each other on!



## WRAP IT UP: TIPS TO SET YOURSELF UP FOR SUCCESS NEXT YEAR

- Write a personal thank you note to each team member- let them know how much you enjoyed having them on your team and that you hope they will be back next year.
- Be sure to remind your teammates to thank all their donors for their generous support, especially during this pandemic!



# Join Our Ranks



**Contact:**

Raegan Erickson,  
*Huntsman Cancer Foundation Events Coordinator*  
rerickson@huntsmanfoundation.org | 801.584.5738