



Team Captain Timeline

October - December 2013

- Pick a team name and get [registered](#)! Keep your team name simple. If you are a corporate team, your organization's name can serve as your team's name or you can be creative. The team name is how you'll be recognized throughout the National MS Society. Be sure your entire team registers under this name to be properly credited for participants and fundraising achievements.
- Share the work. Form a team committee or recruit a co-captain.
- Set goals for the number of walkers you want to recruit and the total fundraising proceeds you want to raise.
- Recruit, recruit, recruit. Once you have registered yourself and your team, start recruiting team members. Be sure to use your Participant Center to do this. You can even hold a team meeting or party to kick off 2014 Walk MS and sign up teammates. Contact your Walk MS Manager if you need assistance planning your party.
- You can also create a "join my team" business card to hand out at any time. Remember to thank each person as they register.
- Personalize your team web page to highlight your team goals.
- Announce that you're forming a team at the next staff, club, or faculty meeting.
- Keep an updated roster posted to list confirmed team members.
- Enlist those who aren't riding to volunteer for team support.
- Participate in any Team Blitz Weeks.

January – February 2014

- Keep recruiting! Make a list of potential team members who have not yet registered and invite them to join your team using your [Participant Center](#).
- Turn your focus to FUNDRAISING! Now that most of your team members are registered, it is time to really boost your fundraising. Use your Participant Center to get going. Look online for great fundraising ideas!
- Recruit as many team members to become members of *Elite Feet* as possible!
- Get creative with your fundraising and organize a fundraising event with your team.
- Invite a National MS Society Teams staff member to visit and discuss our organization and the benefits of having a team. Contact Development Team Member at walk@nct.nmss.org or 919-843-0678.
- If you are a corporate team or if you work for a company, secure support from top executives or organization leaders.
- If you are a corporate team or if you work for a company, ask your marketing, matching gifts or HR department for support.
- Approach potential sponsors: Ask your company or local neighborhood businesses to provide T-shirts, hats, or jerseys for your team to wear on the event weekend.



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- Place articles in your company newsletter and website.

- Create a team t-shirt design. Contact the National MS Society for any questions you may have with this process.
- Use available resources, including visits from a National MS Society representative to speak with your team members.
- Track team donations. Announce current totals and top fund-raisers.
- Participate in Team Weeks and Team Blitz Weeks.
- Set a date and plan a walk kick-off party for your team.

March - April 2014

- Host your team kick-off party.
- Continue to push your team to fundraise by sending out bi-weekly emails through your Participant Center to your team to keep them up to date on your team's progress.
- Continue to send out emails and letters to gain more support and keep your team encouraged to do the same.
- Keep track of your donations, and make sure you have thanked your donors.
- Participate in MS Awareness Week and Team Week activities and challenges with your team.
- Order your team tent and get organized to be a part of Team Village and get your team excited to be a part of it.
- Keep encouraging team members to become members of *Elite Feet!*
- Make your final big push for fundraising! Email and call everyone on your donor list that you have not heard from and keep your team encouraged to do the same.
- Get decorations, entertainment, and food for your team tent on Walk Day.
- Continue to send out emails to your team updating them on your goal and their progress.
- Make sure your team is aware of all the details for event day. Set a meeting place, hand out all team apparel they will need for walk day, and confirm that they know all the times and details of the event.
- Award the top fundraiser on your team – make sure you generate friendly competition with this award!
- Continue to add team members to the *Elite Feet!*
- Keep raising funds!

Walk Day



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- Check in at registration and make sure the rest of your team checks-in as well
- Check-in and Walk start times vary depending on location.
- Be safe, have fun, and CELEBRATE all day long!

Post-Event

- Continue fundraising! Fundraising can continue until the fundraising deadline.
- So encourage your team with emails to keep going even after the walk is over!
- Keep lines of communication open with teammates and be sure to thank them for all of their hard work.
- Plan a team wrap-up meeting/party. Captains can distribute team awards to chosen walkers and volunteers.
- Ask an executive to thank corporate team members personally with a note, party, or a casual day.
- Follow up with your company regarding matching gifts. Make sure all paperwork is submitted by the deadline.
- Make sure all of your "thank-yous" are made.