



## Team Recruitment and Motivation Tips

- Start early and set goals for your Team's size and pledge totals with deadlines.
- It's important to ASK, ASK, ASK! Ask anyone and everyone to be on your team. ASK your friends, family, neighbours and co-workers to recruit their family members and friends to join the team. Even if they say no, odds are they'll give you a donation.
- Identify a co-captain and/or set up a committee who can assist you with recruitment efforts.
- Hold a kick-off lunch in the office as a fund raising and Team building opportunity. Your MS staff contact may be available to attend, show videos and, of course, sign up everyone that comes. Get other company departments or offices involved for a friendly competition.
- Build a pyramid. Ask each person who joins your team to recruit at least 3 other team members. If you start with only 3 team members, and they each recruit 3 more team members, and those people each recruit 3 new team members— you'll have 39 team members!
- Devise your own early bird and top fund raising incentives for your own team:
  - . Lunch with the Boss!
  - . Prize draws and raffles
  - . Day off work
- Create team captain business cards. Include your name, team name, the event, your contact information and our mission. Print business cards for your team.
- Make team T-shirts and wear them out for team dinners.
- Invite individual participants to join your team.
- Involve the community: ask local business to post team flyers and posters.
- Turn a casual conversation into a recruitment opportunity.
- Approach vendors and customers and ask them to join in the fun too.
- Create a team web site where prospective participants can learn about your team, MS and the event.
- Post sign up sheets at local businesses and check them once a week.
- Share your story, tell people why you are participating in the event.
- Emails and payroll stuffers are a great way to spread the word.
- Decorate your office area and community bulletin board with recruitment posters and sign up sheets.

- Put an article in your company newsletter. Report on your team, list members names, how their money helps fight MS and information on how to sign up.
- Make it personal: ask someone with MS to talk to your team about the effects of MS and why a crusading for a cure is so important.
- Motivate your team in their letter writing campaigns.
- Use memberships to certain organizations such as clubs, teams, churches, etc. to get the word out about your team.
- You don't need a big team to raise a lot of money. Motivate the team members you do have to be passionate about the cause.
- Use common interests as a way to recruit members for your team: post sign up sheets at local gyms and bike shops.
- Ask your company to provide hats, jerseys, etc. to those who join your team.
- Provide fun activities for your team such as a T-shirt designing contest.
- Buy an ad! Do you have a neighborhood or apartment building newsletter? Why not “take out an ad” asking people to join your team? Ads in these publications are usually very inexpensive, and, to support the MS cause, they may even let you advertise for free!
- Create a team t-shirt or cycling Jersey. Hold a company wide “Design the team t-shirt or jersey” contest. Offer a prize to the person whose design ends up being picked. You can even hold a “vote” to pick the winning design. This will spark interest in your team and get the whole company involved!
- Create "Ask me about the Super Cities WALK (or RONA MS Bike Tour)" buttons for yourself and your team. People will ask—and you'll be able to tell them about the event and your team. What a perfect time to ask them to join!
- Create team T-shirt or cycling jersey.
- If you see someone in biking gear or out walking, ask them to join your team!
- If team members understand why they're raising money and where the money goes, they'll be more likely to let others know what they're doing and recruit more people to join the team.
- Keep your company informed. Ask to speak at company departmental meetings about your team. Encourage them to identify someone in their department to be a team leader for their department's recruitment and fundraising activities.
- Make other employees aware of who is on your company's team by hanging pairs of shoes at team members' work space.
- Keep your team informed. Use newsletters and/or emails to keep team members motivated and inspire them to recruit others.
- Look beyond your workplace. Team members don't just have to be your coworkers. Encourage your team members to recruit their spouses, children, neighbors, and

friends to walk on your company team. You can also ask your branch offices, clients, and vendors to join too!

- Make your team fun! Have parties; create team t-shirts; have team training walks or rides; and organize team fundraisers ... People will join if they see others having fun.
- Make your team visible. Wear team and event paraphernalia; display posters and flyers advertising your team; hold team rallies at work; and advertise in your community or company newsletter ... People can't join your team if they don't know about your team.
- Send a recruitment e-mail to everyone in your address book. Make sure you include a link to online registration and/or registration information!
- Use public recognition.
- Volunteers count as team members too! Ask people from your company who are not interested in walking or cycling to become a volunteer. Volunteers can raise money, just like participants, and are eligible for prizes too.