

## It All Begins With YOU...

As a Team Captain, you're helping Les Mills and UNICEF build on the common goal of creating a world where every child survives and thrives. Team Captains lead, motivate and inspire their team to succeed. Every single dollar you raise makes an impact. Here's some helpful steps to get your started:

**Register, Set, Go!** Set-up your Team Page online, determine a unique name and tell your team story

**Round Up Your Team.** Recruit team members from family, friends and coworker. Send team member requests through email and social media.

**Get Your Members Started.** Be sure to help coach and guide your team members to register. They can share their own personal story on their member page to generate support.

**Be a Goal Setter.** Set a team fundraising goal and encourage your team members to set individual goals. You can increase your goal at any time if you reach it before the event. Set the bar high and spark some friendly competition within your team!

**Stay Connected.** Communicate often with your team members, this will ensure everyone feels informed and part of the team. Set up a WhatsApp group or an email chain to encourage your team to communicate and support each other.

**Build Spirit and Enthusiasm!** Think about holding a kick-off party or gathering to help motivate your team and address any questions. You can also host events as a team, like bake sales, potlucks, or mini garage sales to help raise awareness and funds.

**Share the Good Stuff.** Keep people informed about your accomplishments or any special news from any of your team members.

As event day approaches, communicate to your team with inspirational quotes, stories and videos

Host a final team meeting in person or virtually to answer questions and build excitement for event day

Create a rally point – select a time and location to meet your team before events

Take pictures to capture your team's spirit!

Your team may want to wear fun costumes, group t-shirts, hats or buttons to identify the team and show your team pride!

**Wrap It Up.** After the event, thank and recognize your team and donors for their outstanding efforts.

Collect any outstanding donations.

Send thank you notes to team members and donors, let them know how much was raised and why their donation was important.

Celebrate! Send a final email to the whole team and recognize everyone's participation, highlight top fundraisers and success stories and include a teaser for joining next year's team.