THE A-Z OF TEAM RECRUITMENT

LET’S PUT THE Y-O-U IN YOUNITED™

Individually, each of us is a force to be reckoned with. But united, we can do so much more. That’s why we need you to build a team and fundraise with us. We have lots of ideas to help you grow your team. So be creative, have fun, and build an amazing team for your event.

A – ASK
The most common reason people don’t get involved in a Making Strides walk? They weren’t asked! You might be surprised how quickly people agree to help fight breast cancer when you simply ask.

B – BUILD RELATIONSHIPS
Throughout the year, stay in touch with your team members. Send texts, emails, cards for birthdays, etc. Year-round engagement helps keep your team members connected and committed.

C – CREATE OPPORTUNITIES
Don’t have a reason to connect with team members? Create one. Keep it simple – sometimes even an occasional text or call will help keep the momentum going.

D – DRIVING DISTANCE
Hold team get-togethers at a location that’s convenient to everyone. Make it easy!

E – EMPOWER TEAM MEMBERS
Encourage your team to take the initiative to recruit new members. Brainstorm and strategize ideas.

F – FOLLOW UP
Once you’ve contacted a potential team member, keep in touch. Create an ongoing list of contacts and be sure to close the loop on any initial conversations.

G – GET EXCITED
When you’re invested in something, it shows. The investment of your time and energy will motivate others.

H – HOLD ON
Keep an eye out for individuals who tend to go all out for causes they’re passionate about. Grab hold of these people and ask them to join your team.

I – INCENTIVES, INCENTIVES, INCENTIVES
Give your members a reason to recruit others by offering a small incentive. Prizes can be simple and fun, such as an offer to cook and deliver breakfast or dinner to their home.

J – JUST ASK
Make phone calls, send emails, and hit up your friends and coworkers on social media. Ask everyone to join your team.

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K – KEEP ASKING
Just asking is always the best way to recruit a team member. Send a note or drop off info about the event. Sell the team concept to everyone you know!

L – LEARN
Find out what is holding the person back from saying yes. Then provide examples of ways they can help with little effort.

M – MOTIVATE
Explain why you’d like their support, and talk about the importance of fundraising to help save lives.

N – NEVER BE AFRAID
Team members are often grateful for the opportunity to get involved a Making Strides walk, and they’ll thank you for the experience.

O – OFFER SUPPORT
Make sure everyone feels appreciated and knows they can reach out to you when they need support or guidance.

P – PAINT THE TOWN PINK
Hang our Making Strides posters and walk papers throughout your community. Never miss an opportunity to think pink.

Q – QUIT SAYING IT WON’T WORK
Never allow this statement at a team meeting.

R – RECRUIT
Wherever you go, be on the lookout for potential team members. Always be recruiting!

S – SECURE STUDENT INVOLVEMENT
Students add energy and enthusiasm to your event – along with the potential for increased fundraising – if you teach them how. Reach out to youth groups, schools, and clubs to recruit even more teams. Teach them how to recruit and fundraise!

T – TEACH
Recruit one, teach one. Once they’re on the team, teach them how to recruit others.

U – USE PUBLICITY
Find ways to publicize information about forming a Making Strides team. Include team recruitment information in meeting notices, fundraising activities, and event press releases.

V – VARY MEETING TIMES
Hold team meetings on different times and days of the week to give members plenty of opportunities to participate.

W – WRITE OFTEN
Send emails, texts, and social media posts about your Making Strides walk to large groups, hospitals, clubs, companies, and places of worship.

X – ‘XAMINE YOUR ‘TUDE
Keep a positive outlook. Others will be inspired by your optimism and be more likely to join your team.

Y – YELL
Yell “Thank you!” to anyone who joins your team. Recognition goes a long way in validating team members and keeping them energized to do even more against breast cancer.

Z – ZERO IN
Don’t forget about clubs and organizations that might not be mainstream. Quilters, crafters, farm market councils, etc., are usually already attending fairs and fundraisers to help promote and share their interests. Ask them to promote Making Strides events as well.