

# Team Captain Quick Steps To Success



- 1 Name your team and customize your team page** with a compelling message about why you're walking for alopecia and include a picture.
- 2 Expand your Team!** Walk For Alopecia teams should be made up of 4 or more registered people. Make a list of everyone you want to invite to join you and ask them to help recruit teammates too.
- 3 Set personal and team fundraising goals** to maintain motivation and provide a benchmark for success.
- 4 Kick off your fundraising with a bang!** Demonstrate your commitment by initiating with a self-donation. Elevate excitement by hosting a kickoff party.
- 5 Utilize your team page** to share your story, recruit members, and solicit donations. Invite family, friends, neighbors, and colleagues via email or text, providing them with the link to easily register for your team.
- 6 Join the Walk For Alopecia Team Captain Facebook page** to exchange fundraising tips, share unique team stories, and stay updated on NAAF news.
- 7 Bring your team together** to address challenges and celebrate successes. Support shy teammates in fundraising efforts and direct them to NAAF Walk fundraising resources if needed. Encourage each member to send an email to their circle of influence explaining their personal reasons for walking.
- 8 Follow up** with unresponsive team invites with friendly reminders. Everyone is busy. Reminders are appreciated!
- 9 Attend the Walk For Alopecia** and celebrate your team's achievements. Amplify awareness by sharing your team picture on social media.
- 10 Express gratitude to your team members** for their participation. Emphasize the impact of their contributions on alopecia research, support, advocacy, and ending stigma.