RETENTION & RECRUITMENT
For Team Captains

CONTACT US TODAY FOR MORE INFORMATION

www.MGWalk.org | 1-855-MGWalks (649-2557) | Info@MGWalk.org | Connect With Us!
RETENTION

SEND EMAILS TO YOU PAST TEAM MEMBERS AND EMAIL LISTS

✓ MENTION what the team raised last year.
✓ How your TEAM SUCCESS contributed to the success of the Walk.
✓ Mention FUNDRAISING GOALS for this year!
✓ PHOTO OF TEAM at the Walk last year.
✓ CALL TO ACTION TO JOIN TEAM; include link to register

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RECRUITMENT

GET YOUR COMPANY INVOLVED

☒ Post in COMPANY NEWSLETTERS about joining your team!
☒ HANG THE MG WALK POSTER IN YOUR OFFICE: Ask the MG Walk Team for a custom poster with your team’s URL
☒ CREATE BUSINESS CARDS WITH THE TEAM URL to hang out when talking about the Walk (ask the MG Walk Team for help in creating a custom business card).
☒ Put poster/business cards in CO-WORKERS MAILBOXES.
☒ Add your MG WALK PAGE URL TO YOUR EMAIL SIGNATURE with company’s permission.
☒ CREATE “LUNCH & LEARN” OR HAPPY HOUR EVENT to educate co-workers on the Walk and joining your team!

POST CALL TO ACTION TO SOCIAL MEDIA

☒ Always direct NETWORK TO YOUR TEAM PAGE to join you.
☒ POST ABOUT THE MG WALK once every 1-2 weeks leading up to the Walk.
☒ Put MG WALK GRAPHICS AS YOUR PROFILE PICTURE and cover photo leading up to Walk. Check out our website for graphics to use!
ENGAGE YOUR TEAM

INCREASE YOUR TEAMS ENGAGEMENT!

✓ ENCOURAGE TEAM MEMBERS TO UPDATE THEIR PERSONAL PAGES with their connection and a photo, send an email, and post to social media

✓ SET UP INCENTIVES with your team to motivate them to increase their fundraising efforts
  ➢ EXAMPLE: raffle for an iTunes gift card and earn entries by:
    • Raising your goal to $500 or more
    • Updating your page with story and photo
    • Sending emails to at least 5 people
    • Making a self-donation
    • An entry for every $25 raised
    • Post to social media (create a hashtag for easy tracking)

✓ Encourage team to SHARE MG UPDATES FROM THE COACHING EMAILS with their own networks

✓ Send team updates every 2 weeks and HIGHLIGHT TEAM MEMBER SUCCESSES