TEAM CAPTAIN'S TOOLKIT

LEADING YOUR TEAM TO **FUNDRAISING SUCCESS!**

"A leader is one who knows the way, goes the way, and shows the way."

- John C. Maxwell



Thank you for being a Buzz Off Team Captain! Serving as a Team Captain and rallying your team is an important job and a great experience.

We are counting on you to reach your personal goal and to motivate and encourage your teammates to reach theirs as well. This guide contains helpful information to help you set up, recruit and motivate your team.

Also, be sure to check out the Fundraising Guide which has all of the info to help you and your team fundraise.

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One Mission is registered 501(c)(3) tax-exempt public charity. Donations are tax-deductible to the extent allowed by the Internal Revenue Code.

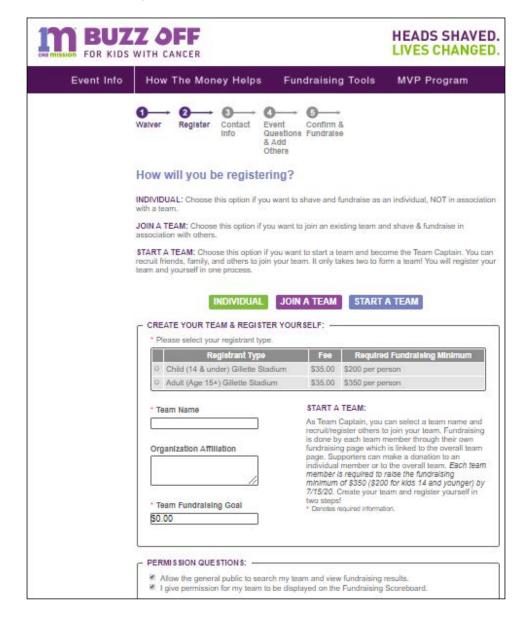
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REGISTER A TEAM:

Register online to create your team

- Go to <u>buzzforkids.org</u>
- Click "Register" and follow the prompts to "Start a Team"
- There is a non-refundable \$35 registration fee.
- Click on "Start a Team"
- Create a team name and fundraising goal
- Complete the registration form.





BUZZ OFF FOR KIDS WITH CANCER

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"Challenge yourself and your team members to raise as much money as possible. Don't stop when you've reached your goal. The generosity of others may surprise you."

- Amy, Buzzee and Team Captain

CUSTOMIZE YOUR TEAM PAGE

Make it personal! Be sure to customize your team's fundraising page with pictures and explain the reasons why your team is participating in the Buzz Off. Donors can choose to make a donation to an individual team member or to the overall team.

Note: If donors make a donation to the overall team, the donation will be split evenly and added to each team member's total.

MOTIVATE YOUR TEAM

Motivating your team is one of your most important roles as a Team Captain. There will be no fundraising minimums for the 2021 Buzz Off. Here are some ideas to help motivate your team and reach your fundraising goals:

- Check in with them on a regular basis - ask them how they are doing with their fundraising and if there is anything that you can do to help
- Share a team fundraising update everyone's efforts are an important part of reaching the goal – let your team know where you are towards reaching that goal
- Post messages to team members on the Message Board through your fundraising page
- Remind them that what they are doing is a BIG deal and that their efforts are helping kids beat cancer. Utilize the Why it matters in the Fundraising Guide
- Host a Team Fundraiser to build comradery. You can find creative ideas here. Team members will be able to get to know one another, share their stories and help one another to raise money.
- Follow up, encourage, and thank them!









FUNDRAISING GUIDE AND PROMOTIONAL TOOLS

The following are some tools that can help you promote your team's participation in the Buzz Off:

Fundraising Guide

Flyers

Visit our <u>Fundraising Center</u> to customize and print flyers to hand out within your community to promote your team's participation in the Buzz Off.

Banners

Download these banners and have them printed at your local office supply store to use at any event you may be hosting to benefit your participation in the Buzz Off for Kids with Cancer.

Banner - 4 Feet Wide x 2.5 Feet Tall Banner - 6 Feet Wide x 2.5 Feet Tall









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FREQUENTLY ASKED TEAM QUESTIONS

Why should I form a team?

Teams are a great way to show unity and make fundraising and shaving more fun. Teams may be formed in honor or memory of a friend or loved one, or to represent a company, organization, group or family.

Is participating on a team mandatory?

No. You can shave individually or with a team. Teams are formed as a means to have support in fundraising and on shave day.

If we set a high Team Fundraising Goal are we held to it? No. The Team Fundraising Goal is a tool to motivate your team and supporters. We encourage you to establish an aggressive goal and hope that as a team you can achieve this goal together.

What are my responsibilities as Team Captain?

The main role of Team Captain is to recruit team members and encourage fundraising efforts. In addition, you will customize your team's web page, communicate important information to your members, and serve as a general resource for them



No. Teams can be as few as two people or as many as you can recruit!

Can general team donations be split among team members?

Yes! When donors choose to make a donation to the overall team, the amount will be split evenly and added to each team member's total.

Will my team be able to shave together at the same time the day of the event?

We will make every attempt possible to ensure team members have the opportunity to shave together. However, on occasion there will be extenuating circumstances where this will not be possible. The day of the event, it will be important for the Team Captain to set a designated meeting spot and for team members to check-in at the same time.

Please don't hesitate to contact the One Mission office at (508) 628-9090 with any questions!





