

Team Captain Checklist

Use this checklist to ensure you have completed these important steps to have a successful Walk Now for Autism Speaks team this year.

4 months to walk

- Contact your local staff person. Feel free to call or email with questions about the Walk, team-building, walker recruitment or the walker fundraising process.
- Register as a Team Captain at www.autismspeaks.org/walk.
- Set a fundraising goal and team member goal for your team. If you're a returning team captain, aim for a higher goal than last year.
- Personalize your team and personal fundraising pages.
- Build your team. Send emails to previous team members (if applicable), friends, family, neighbors, and co-workers. *Remember: sending an e-mail from your Headquarters includes a link for them to easily register and donate to your team.*
- Ask each team member to set a fundraising goal. For example, a team of 5 can easily raise \$1,000 if each walker raises \$200.

3 months to walk

- Continue to ask people to join your team. Use email, social networks, voicemail, and word of mouth to reach as many people as possible. *Tip: Don't forget those friends and family who prefer a written letter or a phone call to communicate!*
- Email or call team members regularly to answer questions and check on their progress. Stress the importance of fundraising throughout the pre-Walk period.
- Encourage all team members to be active fundraisers. Remind them that the purpose of this Walk is to raise money for autism research, awareness, family services and advocacy.

2 months to walk

- Attend (or RSVP to) the KICK OFF event and get all the information, materials, and motivation you need!
- Make it a point to involve your company/employer and those who help your family member affected by autism. Did you email your co-workers to join the team? Did you involve your boss to rally your company? Does your company have a matching gift program?
- Enlist the help of your community and faith based organizations. Let them know you've started a team and are looking for members. See if they will add that announcement to the weekly bulletin.
- Add your Team Page link to your email signature.

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1 month to walk

- Send out team updates and acknowledge the great fundraisers on your team!
- Did someone commit to a donation but you haven't received it yet? Follow up. Life gets busy so a friendly reminder may be appreciated.
- Become a FAN of your Walk FACEBOOK page and recruit ALL your friends to become FANS!
- Enlist the help of your community and faith based organizations. Let them know you've started a team and are looking for members. See if they will add that announcement to the weekly bulletin.
- Create your own Team T-Shirt or button, Team Banner or Team Sign for Walk day.
- Check your fundraising progress. Have you reached your goal? If so, consider increasing it to motivate your team members to keep striving for more!

1 week to walk

- Encourage team members to send out "remember to donate" emails using the online fundraising tools.
- Send an email reminder to your team members asking them to bring their cash and/or check donations to the Walk.
- Make sure everyone on your team has individually raised enough to receive an official Walk Now for Autism Speaks T-Shirt.
- Establish the time and location of where your team will meet on Walk day.
- Download the free Charity Miles App to your smartphone (*see page 9 for details*).
- Enjoy the Walk!

after the walk

- Send thank you notes to your donors and encourage your team members to do the same.
- Congratulate your team members with a thank you get together. Encourage them to bring any donations raised or collected after Walk day. Fundraising doesn't stop on Walk day!
- Post Walk day pictures on the Walks' Facebook page. Share your team spirit!