



Team Captain Tool Kit

[Org Name]

[Event Name]



Congratulations, oh captain my captain! You've decided to take the helm and navigate your team to fundraising glory! This guide will give you the knowledge you need to make the most of the fundraising tools available to you. So, let's unfurl the sails and get you and your crew started on the journey.

Ready to set sail? Here's how you get started!

- **Get Registered:** Visit [the event website] and register as a participant and fundraiser. Then create your own crew. As creator, you'll automatically be set as the captain.

Write down your user name (the email address you used to register) here:

Keep your password safe! You can always request a password reset if you forget it.

- **Make Your Pages:** Set up your personal fundraising page. This page is a great space for you to share your personal story and ask others to give in support of you. You'll want to upload your own personal pictures so people can recognize you on your fundraising page and know they're donating in the right place. On your personal fundraising page, you have the power to select which widgets (content blocks) to use and where to put them. As the team captain, you get that same power when putting together your team fundraising page. Not as artsy as another member of your crew? Assign your page designer as your co-captain and they'll be able to put the finishing touches on your team fundraising page!
- **Recruit Your Crew:** Once team creation is out of the way, you need to grow your network of supporters. Using the email feature, send invitations to your friends and family encouraging them to join your team or raise funds on your behalf. Include a link to your individual or team fundraising page.



Now that you've got a loyal crew and your fundraising pages are designed, how do you make your efforts beneficial to the nonprofit you're supporting? Well, it's not as complicated as following the cryptic clues of a treasure map. You can raise funds successfully in three easy ways!

- **Online Fundraising:** Use the power of your social media and email address book to direct people to your online fundraising page. These online donations go directly to the nonprofit without you having to handle cash or checks. Remind your friends to select your individual or team page to make sure you're given credit for soliciting these donations. You can also send out donation appeal emails from your personal fundraising page! Head to the Share Event tab of your fundraising dashboard to get started. Make sure the rest of your team is doing their best to fundraise for the team as well.
- **Team Fundraising:** Host a team fundraiser to help reach your crew's goal. You can hold a private fundraising event ahead of your nonprofit's fundraiser or pool your individual donations together and manually enter cash and check donations to your team in your fundraising dashboard.
- **Individual Fundraising:** Lastly, contribute to your own goal by soliciting cash and check donations from family and friends. You can manually enter these donations to your team or individual fundraising dashboards. Want to set a good example? Make a donation yourself!



Want your crew to come out on top?

- **Email Your Crew:** From your fundraising dashboard, you can send out emails to your team encouraging them to fundraise or to attend your crew's mini-events! Keep in contact with your crew to ensure they stay engaged.
- **Competition:** Individuals and teams can earn badges that show off all your fundraising successes. Ready your cannons and prepare to plunder the top fundraiser badge from other teams. Proudly display your treasures on your team and individual fundraising pages. Anchor yourselves to the top spot by keeping donations coming in.

Don't forget to revel in your success after the event because no matter where your crew placed, you've made a huge difference. We wish you good luck and smooth sailing on your peer-to-peer fundraiser!