




# “Taking Care of Teams”

Workshop: June 22<sup>nd</sup>, 2023

# Rules of Engagement:

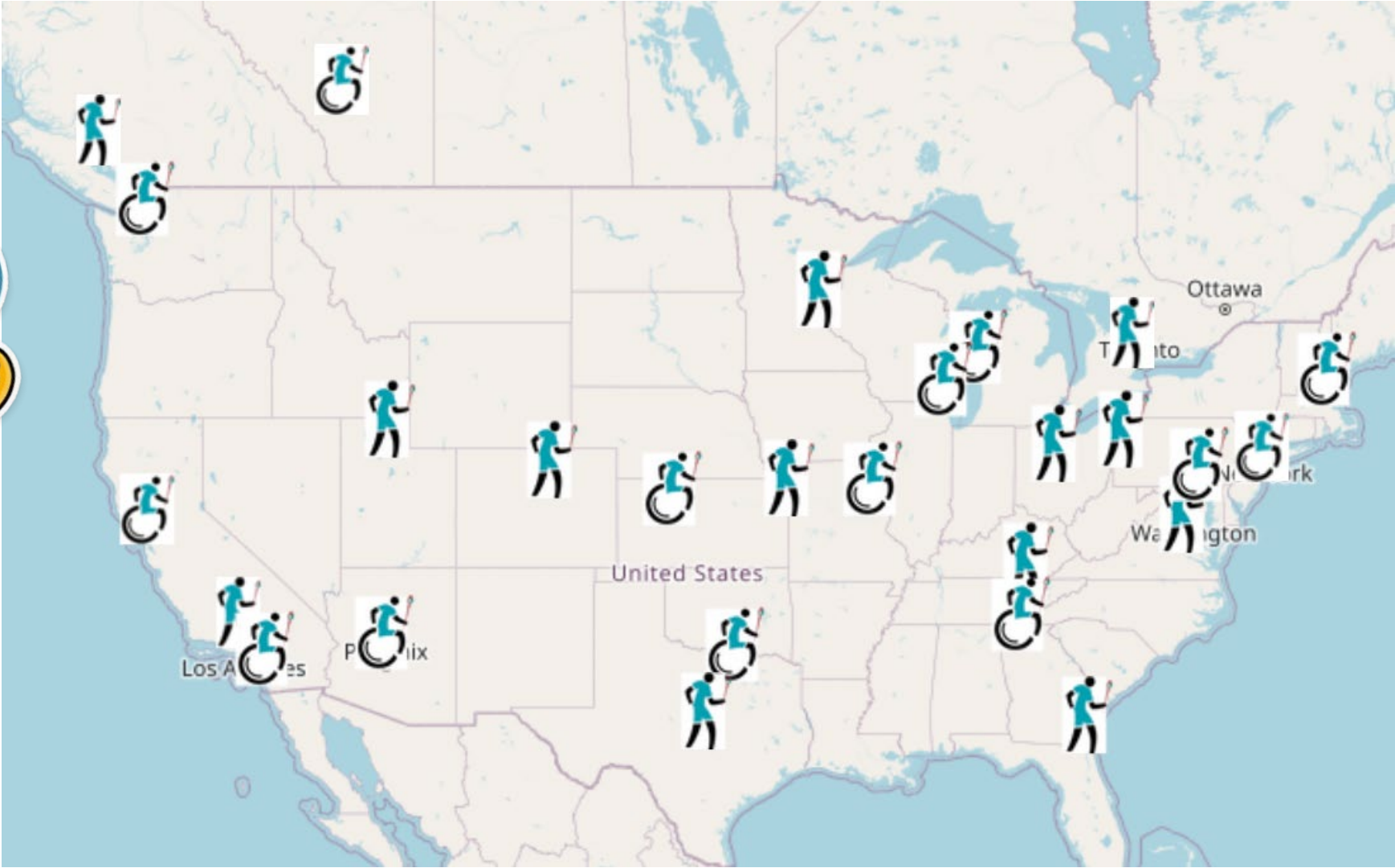
- We want to hear from you!
  - Keep us honest - call us out if we fall short!
  - You're in control (use your mute button as needed)
  - Respect the 'Parking Lot'
- 



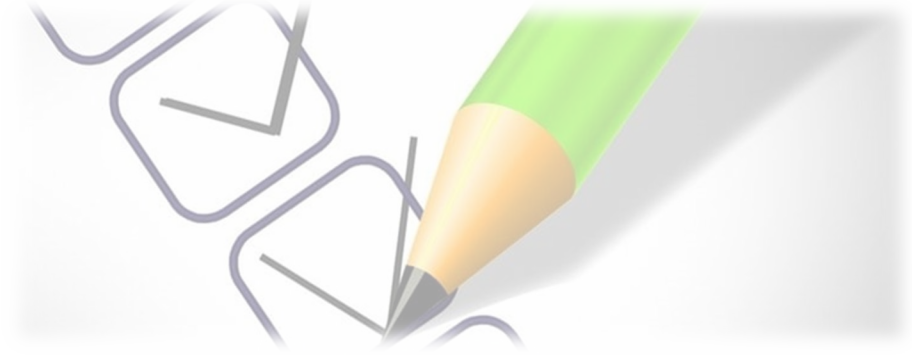
## What you can expect from today:

- **Understand the importance of Teams**
- **Get excited about Teams & our Team Captain Rally**
- **Feel equipped to make Teams ROCK!**

# But FIRST...



# Timeline Check



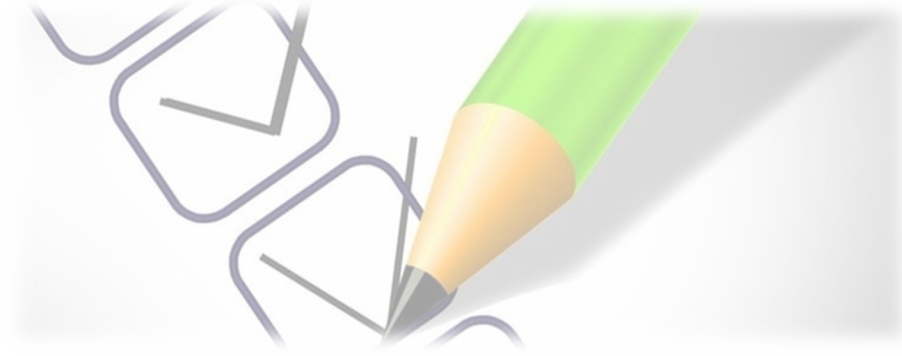
## What should be completed:

- Recruit/secure a few planning team volunteers
- Finalize your Classy Website
  - ✓ Setup your Team Page and invite your family and friends!
- Finalize sponsors (for t-shirts, specifically)
- Personal Outreach to Past Team Captains
- Post event onto online calendars, local news calendars

# Marketing & Recruitment Updates

## REMINDER of what's underway:

- Save-the-date postcard (mailed June 26)
- Events posted on chapter FB pages
- Walk & Roll features in monthly email newsletter
- Featured on the website home page, event calendar, chapter pages, Facebook
- Regular email to all area contacts with invitation to register
- Walk & Roll back-page ad in the next issue of "The FSHD Advocate" – July
- Automated 'cultivation' messages to registrants



# Maximizing Teams!

Teams strengthen the event by connecting friends, family, and colleagues to make a lasting impact

- Make the event more memorable and fun
- Build relationships that last
- Higher rate of return
- Maximize YOUR impact



A strong Team strategy is the cornerstone to a successful event!



**\*\* Prioritize team activities. Decide what you can manage effectively \*\***

**Do NOT try and do it all!**

- Start with who you know
- “Upgrade” individuals to team captains
- Encourage sponsors to create a team



# PRE-EVENT

- Create & promote local team awards and recognitions
- Personal outreach!
- Tele-recruitment parties
  - Individual Walkers -> upgrade to a Team Captain
  - Team Captains -> Check-in, say thanks, Invite to Team Captain Rally
- Welcome calls/personal notes
- Sponsor/Top Team “Drop-bys”



# DAY-OF-EVENT

- Openly celebrate teams
- Team signs
- Team photos
- Team gathering area
- Announce awards and recognitions





## POST-EVENT

- Follow-up results email, share pictures
- Personal thank you notes
- Ongoing communications in the “off season”

# Team Captain Weeks

- **June 25 –July 1:** Team Captain appreciation and targeted recruitment:  
**GOAL: all captains back by July 1!**
- **July 16-31:** “Build Your Team” Focus
- **August 3** – Team Captain Rally and Social Hour!!



August 2023

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



MARK YOUR CALENDAR!  
- Thursday August 3rd -  
**TEAM CAPTAIN RALLY  
& SOCIAL HOUR**

## Next Steps:

- Finalize your event website with your Regional Director
- Contact past and potential Team Captains
- Push-out the 'Save-the-Date' message to everyone you know
- Start your Team & encourage everyone to start their Team
  - share the perks of top Team Captains & Team Captain Rally
- Join us for the next workshop:
  - "Maximizing the Mission" – July 20



# Timeline Check

## Next 2 months:

- Identify nearest hospital – add information to emergency info for day-of-event
- Contact any municipalities on the route, confirm sidewalk access – finalize all route details, stops, access. Get police approval, if needed.
- Continue to hold regular planning meeting with follow-up and assigned action items
- Finalize sponsors, get their logos, ask them to form a Team
- Begin to recruit day-of volunteers: contact area schools, community groups, girl/boy scouts, churches.
- Distribute flyer to targeted public locations (library, coffee shops, etc.)
- Map out in-kind needs and work with planning team to secure
- If anyone needs “additionally insured” Certificate of Insurance - work with your Regional Director to secure



# Stay **Connected**, Informed, *In The Know!*

- Volunteer Resources Page:  
[www.FSHDSociety.org/Volunteer-Resources](http://www.FSHDSociety.org/Volunteer-Resources)
- Volunteer Leaders Facebook Page:  
<https://www.facebook.com/groups/2184658054918993>
- Volunteer Leaders on Microsoft Teams:  
[https://teams.microsoft.com/l/team/19%3aXAw7D7hiR2ml6P\\_rs3V4rF56lsfWGt4qTh3zFiH4CA1%40thread.tacv2/conversations?groupId=053bc1bc-5035-4f19-b284-2ac17ffd0622&tenantId=3fcab860-edd0-4e50-8f41-9f4ce87abcab](https://teams.microsoft.com/l/team/19%3aXAw7D7hiR2ml6P_rs3V4rF56lsfWGt4qTh3zFiH4CA1%40thread.tacv2/conversations?groupId=053bc1bc-5035-4f19-b284-2ac17ffd0622&tenantId=3fcab860-edd0-4e50-8f41-9f4ce87abcab)



## Stay **Connected**, Informed, *In The Know!*

- USE YOUR OFFICIAL EMAIL @fshdsociety.org
- Read the monthly Hot Sheets
- Read and refer to the quarterly *In The Know* doc
- Join Jack for a volunteer-only discussion each month on Zoom, first Monday, pick either time that works for you
- Check in often with your regional director



THANK YOU!

