



Tips for Team Leaders

As a team leader for Dunkin' Donuts Family Fun Run and Walk-A-Thon, you are instrumental in helping us take steps to fund innovative cancer research at the Frances Williams Preston Laboratories at the Vanderbilt Ingram Cancer Center. Here are some tips for you to be successful.

- **Set a Goal** – Set a team fund-raising goal. When setting your goal, consider that an average walk team raises \$1,500.
- **Recruit** your team of walkers and encourage them to start a fund-raising campaign.
- **Matching Gifts** – Utilize your company's matching gifts program (if applicable). Ask your team members if their companies also match charitable donations.
- **Spread Enthusiasm** – Provide your team members with fund-raising ideas and keep them motivated. Encourage team members to get their fund-raising started early, and be enthusiastic when asking for money.
- **Rally the Troops** – Host a breakfast or lunch team rally to inspire co-workers about this worthwhile cause.
- **Be Creative** – Organize creative fund-raising events. They are fun and easy, and will help team members meet their fund-raising goals.
- **Challenge** – Initiate a challenge between department or another company.
- **Prizes** – Develop creative incentive prizes for employees who exceed their goals, such as a day off with pay, or the ability to park in the president's parking spot for a month. Reward employees who raise the most money, or enter employees who raise more than \$500 into a drawing for prizes.
- **Publicize Incentives** – Let all team members know about the incentive prizes, so they will be inspired to raise more money.

- **Ask for Help!** – Call the T.J. Martell Foundation at (615) 256-2002 or e-mail us at Nashville@tjmartellfoundation.org to get additional fund-raising tips and ideas.