



# TEAM DEVELOPMENT

## Four Week Cycle to Success!

### WEEK ONE:

- Take an inventory of the teams
  - How many have paid their Commitment/Registration Fee?
  - How many completed registration forms have been handed in?
  - If you don't have these two things, you may not have the team secured.
- Where do your teams come from? Make sure they reflect the community:
  - Business/Corporate
  - Service Clubs
  - City Offices (police, fire, etc)
  - Schools (youth & teachers)
  - Hospitals / Treatment Centers
  - Places of worship
  - Support Groups
  - Current ACS volunteers (Board, CC, Advocacy, etc.)
- Determine a PROSPECT LIST of NEW teams to recruit (5 per committee member). Team Recruitment Chair keeps a running list of prospect teams.
- Each Committee Member contacts their assigned potential teams and sets-up a meeting for next week. Can be one-on-one or even better - a presentation for the company/group. The presenter can be determined out later.
- Set a date for Team Captain Meeting (at least 2 weeks prior to event). Send out invites to potential teams.

### WEEK TWO...

- Determine who will do the presentation for each potential team on PROSPECT LIST. Create a recruitment kit, including a video, team captain packets, posters and team captain meeting invitations with you.
- Report back to team recruitment chair on successes or status of each presentation and potential team.
- How many new teams did you recruit?!? Give new team captains' contact information to the team recruitment chair for follow-up.
- Team Recruitment Chair: assign sub-committee members to make calls to all existing teams; make sure you have commitment fee paid and registration. Make sure they have someone coming to the team captain's meeting.

### WEEK THREE...

- Team Recruitment Chair/Mentors: call all Newly Recruited Teams. Make sure they have all materials and answer any questions they may have. Explain the expectation of at least \$100 per team member.

- Team Captain Meeting: Have team representative sign in so you know who attends. Make follow-up phone calls to all teams that didn't attend the meeting.
- Team Recruitment Chair & Event Chair lead Team Captain's Meeting. Highlight the following:
  - What to expect at Relay For Life
  - How to raise Money
  - Ask each Captain to set a goal for how much their team will raise.
  - Go over logistics (food, set-up time, survivor's lap, luminaria ceremony)
  - Time, date, location of bank night(s)
  - A survivor, cancer control, or advocacy message

## **GO BACK TO TOP AND REPEAT UNTIL...**

### **ONE WEEK LEFT BEFORE RELAY...**

- Prepare for Bank Night. Encourage captains to turn in all their money!
- Give t-shirts to those teams that have paid the commitment/registration fee and raised at least \$100 per member. Be sure to mark off who has t-shirts.
- Any last minute details
- Campsite Selection (this is a great incentive for them to come to Bank Night)
- Get ready for a great Relay Weekend!

### **AT THE EVENT (for Staff, Chairperson, Team Recruitment Chair)**

- Personally visit each campsite. Thank them for participating in the fight against cancer. This is your start on Team Recruitment for next year's event!!! (See "Working the Track")
- Ask if anyone would like to be on the Relay Committee next year. Use commitment form to sign up potential new planning committee members.
- Ask if anyone would like to be an ACS volunteer.
- Get their contact info so you can follow-up.
- Announce Top Team, Top fundraisers, etc. Make it a big deal!