

## Team Captain Toolkit

### Welcome to Your Relay For Life Team Captain Experience 2017!

Are you ready to Plan, Grow, & Go? We are excited to have you here today! You are in for a fun filled day. You will get some great information about your role and how to make the Ask by leading with the why.

Today you will add tools to your Team Captain Toolkit so you can grow your teams. We are excited to engage and mobilize our Team Ambassadors who will be here to support and encourage you all along the way. We are hoping that you continue to build the foundation for a great growing relationship.

Today we want you to idea share and network, with both Team Captains and Team Ambassadors. This will give everyone a chance to understand to share ideas and build relationships.

Throughout the day you will have the opportunity to ask questions and get great ideas. Use this workbook to take notes and jot down your "Purple AH-HA!" moments!

**Get ready to be empowered to PLAN!**

**Get ready to be a success and GROW!**

**Get ready to GO out and paint the world purple!**

## Team Captain's Roles & Responsibilities

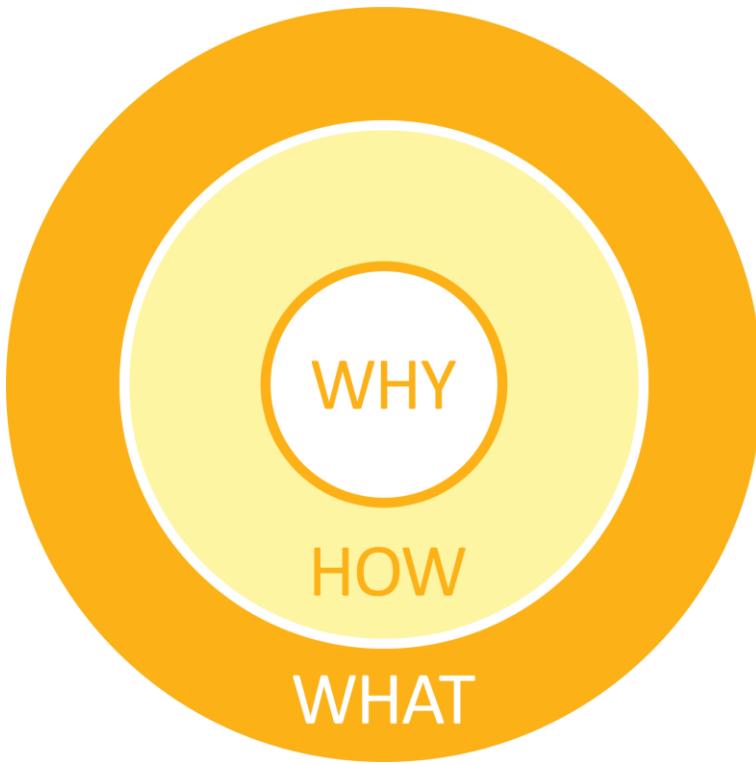
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A Relay For Life Team Captain supports the American Cancer Society by leading a team in your community Relay For Life to raise a minimum of \$100 per team member for Relay.

- Share **why you Relay** and how you are making a difference with everyone you know!
- **Lead** and **encourage** your team reach its fundraising goal. Challenge other teams!
- **Recruit** a team of 10-15 members by inviting or re-committing others to be team members.
- Recruit a Co-Captain to help you with your duties.
- Communicate, **Communicate**, Communicate! Stay in touch with your team and share what you are learning from other Team Captains.
- Attend your communities American Cancer Society Relay For Life **kickoff**.
- Set a **fundraising goal** for your team. (The minimum fundraising expectation is \$100 per team Member and becoming a **Hope Club Member**)
- **Recognize** cancer survivors on your team and participate in the survivorship celebrations at the event.
- **Coach** and **motivate** your team to success using all available forms of communication to generate enthusiasm and participation for the event (i.e., email, phone calls, Facebook, newsletters).
- **Coordinate** creative fundraisers to help your team raise money.
- **Attend** American Cancer Society planned team captain meetings and all team captain meetings planned for your Relay.
- **Follow a schedule** of deadlines and due dates. Your event's Leadership Team is counting on these deadlines to advance with their planning.
- **Recognize** team members for their commitment to the fight against cancer.

## Build Your Team: THE GOLDEN CIRCLE

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**WHY:** *why* do you do what you do?

**HOW:** *how* do you do what you do?

**WHAT:** *what* physically is it that you want or are asking for?

**Always start with the *why*!**

A lesson from Simon Sinek, author of "Start with Why!"

Most of the time we communicate from What, to How, to Why when we are trying to convince someone to do something. For example, you might imagine a computer company making the following argument:

*We make great computers.*

*They are beautifully designed, simple to use and user-friendly.*

*Wanna buy one?*

However, innovative and effective companies reverse the order. They go from Why, to How, to What. Consider the way Apple communicates:

*Everything we do, we believe in challenging the status quo. We believe in thinking differently.*

*The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly. And we happen to make great computers.*

*Wanna buy one?*

## Making The Ask – Tell Your Story!

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**If we want to recruit more team members, then we need to start with *WHY*!**

What is the “Why,” “How,” and “What,” for you? How will you communicate this to people? What is your Story? Answer the following questions to create your story.

**WHY:** What is the program, mission, or service that is most important to you? Why?

**HOW:** How are you different or better? How does this affect you or a loved one?

**WHAT:** What can you do? THIS IS THE ASK.

It is important to remember that people are more likely to connect with you when you tell your story. Therefore, it should be practiced so that you know you are communicating it clearly and succinctly.

Also remember that no matter how long you have Relayed or how many times you have told your story, it is something that is worth paying constant attention to in order to keep it fresh!

[View the Ted Talk on this topic at: [http://www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action?language=en](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en)]

## Set Goals

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- Why do I Relay? \_\_\_\_\_
- I plan to recruit \_\_\_\_\_ teammates by \_\_\_\_\_.
- Our team goal is to have \_\_\_\_\_ team members and will we recruit more team members by doing the following: \_\_\_\_\_.
- Our team fundraising goal is \_\_\_\_\_.
- Our team will have \_\_\_\_\_ team fundraisers.
- Our team will do \_\_\_\_\_ on site, day of Relay fundraisers.
- My individual fundraising goal is \_\_\_\_\_ and I plan to achieve this by \_\_\_\_\_  
\_\_\_\_\_.
- I plan to send out \_\_\_\_\_ emails to ask for donations, thank donors, or recruit other teammates by \_\_\_\_\_.
- I will ask \_\_\_\_\_ people per \_\_\_\_\_ how they can support me in finishing this fight.
- I will learn about \_\_\_\_\_ ACS programs so I can direct people to the resources they need.

## Create a Plan

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ACTIONS	DONE
<p><b>Build your Team.</b> Talk to everyone you know and share why you Relay with everyone you know. ANYONE in the community can be part of this event. Ask cancer survivors to be on your team!</p> <p><i>Why do I Relay?</i> _____ _____ _____</p>	
<p><b>Teach your Team Members how to properly make the ask.</b></p> <p><i>Use the Golden Circle.</i></p>	
<p><b>Set goals.</b> How much money will team members raise and how they will do it? Each team member is encouraged to raise a minimum of \$100 to be part of the Hope Club.</p> <p><i>Use the Set Goals Worksheet as a guide.</i></p>	
<p>Decide on a <b>team name.</b></p> <p><i>Team name is:</i> _____</p>	
<p>Register yourself and set up your <b>team page online.</b></p>	
<p>Get your team members to <b>register online</b> as soon as possible. Encourage team members to customize their personal fundraising pages online.</p>	
<p>Schedule a team meet-up at a fun spot!</p> <p><i>Where?</i> _____ <i>When?</i> _____</p>	
<p><b>Get to know your teammates.</b> Have a fun activity so everyone can get to know each other. Maybe a quick questionnaire that you can use at later times throughout the year to keep them engaged such as birthday, recognition style, etc. Or ask everyone to share a fun fact.</p>	
<p>Have your team say why they Relay and use it to “make the ask” for donations.</p>	
<p>Determine a <b>communication plan.</b></p> <p><i>How will I communicate with my team?</i> _____</p> <p><i>How often?</i> _____</p>	
<p><b>Create a team theme.</b> Tap your creativity. Tap the team’s creativity. Come up with a unique name and plan to decorate our tent city with props that match your theme.</p>	
<p><b>Dedicate your team to a cancer survivor.</b> If you know someone who is fighting cancer, why not pay tribute by dedicating your team to them?</p>	
<p><b>Communicate the mission</b> of the American Cancer Society. Remind your team members that the Society provides free programs and services in your community. This is one of the reasons why Relay is so important!</p>	
<p><b>Motivate your team.</b> Hold regular team get-togethers to build spirit and keep everyone informed. Share your Relay story to help connect them with why Relay For Life is important.</p>	
<p><b>Stay in touch</b> with your team. Let them know what to expect when they come to Relay For Life. Give everyone a job to do and encourage them to stay for the entire event.</p>	
<p><b>Get the word out.</b> Put up Relay For Life posters and display the brochure to invite others to participate. Be a Relay For Life Community Champion.</p>	



# Take Action

## AH-HA moments from today!

What are three actions you will do this week to “Plan.Grow.Go.” with your team?

1. 2. 3.

## Take Home Tool: Team Captain's Best Practices

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1. I Relay for (list person(s)/reasons):

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2. One way that I can motivate my team is:

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3. Delegating is one way to make things easier for me, the Team Captain, and to let other team members feel they have an important role on the team. List two activities/tasks that you can delegate to your team members and who you will delegate these tasks to:

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4. Communication is one of the keys to having a successful team. One way I can communicate with my team more effectively is to:

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5. My team can help deliver the mission of the American Cancer Society to our community. One way I can help my team do this is to:

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## Take Home Tool: Recognize your Team

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Sometimes we get so focused on what tasks we need to get done for Relay that we forget to recognize and celebrate our accomplishments. And, let's face it...we all like to be recognized on some level for doing our part. So who exactly do we need to recognize and celebrate?

**Here are some questions to consider:**

- What ways are you publicly or privately recognizing and celebrating your teammates?
  
- What types of accomplishments are you celebrating?
  
- What types of encouragement and support are you providing teammates who may feel like they're struggling?
  
- How are you and your teammates recognizing individuals or businesses who've donated to your efforts?
  
- What ways do you share your accomplishments with your supporters?