



BECOME A TEAM LEADER!

The following steps will assist you in building a successful **STOP the Trafficking** **END the Cycle** Team!

Step 1—Register:

The easiest way to register is online at www.angelfsofmercyny.org Each team member must register individually - remember all it takes is five or more people to start a team.

Step 2— Set a fundraising goal:

We encourage you to set a team fundraising goal. As a team leader you need to make sure all of your members are aware of this goal & their responsibilities in achieving the goal. We recommend each team member raise “at least \$100.”

Step 3— Recruit team members:

All you have to do is ask. Recruit your family, friends, co-workers, classmates and neighbors. When you find new team members ask them to do the same. You will be surprised how quickly your team grows. Talk about the event and your team to everyone! If you are excited about **STOP** the Trafficking-**END** the Cycle Run/Walk the more contagious the excitement and involvement becomes. As you build your team-be sure each team member has registered, capture email addresses and phone numbers so you can easily keep in contact with your team.



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Step 4- Raise funds..."FUNdraise"!

Ask, ask, and ask again.

- * Remember you are asking for support for a great cause. The moment you limit who you ask, you limit the amount you can raise. Host a social activity and ask people to pledge their support.
- * Create a buddy system. Ask someone who cannot Run/Walk to help you collect donations. **Create a virtual** team - ask your friends to sponsor you on your **Facebook** page! You can use the link on www.RunSignUp.com
- * Suggest a friendly competition between team members and other teams. Set weekly goals to beat and recognize the team member who reaches it first.
- * Start a letter writing or email campaign - send them to family, friends, and coworkers be sure to tell them your fundraising goal. For sample fundraising materials visit www.angelsofmercyny.org
- * Find out if your employer has a matching gifts program. Many companies will match the charitable donations made by their employees.

Example goal for your team members = \$200

Day 1: \$25 sponsor yourself
Day 2: \$40 Ask 2 relatives for \$20
Day 3: \$45 Ask 3 friends for \$15
Day 4: \$40 Ask 4 co-workers for \$10
Day 5: \$25 Ask 5 neighbors for \$5
Day 6: \$25 Ask your significant other
Day 7: \$200 Celebrate your accomplishment!!!

Step 5– Run/Walk and celebrate!

Ensure your team knows how to get to the event and where to gather on Saturday September 13th. Collect and turn in pledges when you sign in your team at registration. Take a team photo before the Run/Walk. Celebrate!

Follow-up:

Collect and turn in any outstanding pledges to:
Angels of Mercy, Inc. 692 North Winton Rd.
Rochester, NY 14609

Please remember to send a thank you note to each team member, share results & encourage future participation.

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