



How To Recruit Team Members

Get the Word Out

- Once registered online, log in to “My Headquarters” to create a Team Web Page. Email this page to everyone you know to recruit new team members and to ask for donation support.
- Tell all your friends, family, co-workers, and neighbors about your Walk team.
- Start your email and letter-writing campaign announcing your commitment. Invite them to join you!
- Drop a Walk postcard or brochure on everyone’s desk at work, and hang a poster in the break rooms. These can be obtained from our office, just email info@lupustexas.org.
- Asking someone in person is still one of the most effective ways to recruit support. If possible, letters and emails should always be followed up with a phone call.
- Do you know someone who participates in a running club or fitness team? Invite them to participate (especially in our Houston 5K!), and ask if you can send Walk literature with them to their next club meeting.
- Fun Idea: Create team business cards to pass out when someone shows interest in your team. You never know when you might meet someone that wants to participate! Be sure to include your contact information and the team webpage link.

Use Social Media

- Post Facebook, Instagram, and Twitter about your walk team.
- Ask your friends and followers to join your team or support via donation. Remind them that even \$5 would help support our cause. Share why the Walk means so much to you!
- Follow the Lupus Foundation of America, Texas Gulf Coast Chapter on Facebook to see all the latest news and announcements about your upcoming Walk event. Share our posts so your friends can learn more about lupus and what our organization is doing to help fight lupus in our community and beyond.

Get Company Support

- Ask the highest-ranking person in your company or group to send out an endorsement memo announcing that he/she is participating (or supports your team) and asking others to join the team. Include a note about matching gifts, if your company participates.
- Talk with Human Resources or Wellness/Community Relations for assistance in recruiting efforts.
- If your team is not a corporate team, encourage team members to recruit their own co-workers as new members and to request company donations/matching gifts.

Display Posters and Walk Literature

- Display Walk posters, brochures, and postcards in central locations and high-traffic areas at work or in your community (i.e., church, Starbucks, gym, etc.). These materials can be sent to you from the Texas Gulf Coast Chapter office, just email info@lupustexas.org.
- Display a large poster that tracks your team’s efforts towards their team fundraising and recruitment goal.
- Display a “sign-up list” in accessible areas to create positive peer pressure and encourage others.

Make It Fun!

- Host a sign-up rally or new members' party during breakfast, lunch, or happy hour.
- Plan a team party in conjunction with your Walk event. Make it a potluck, a cookie swap, or outdoor barbecue to take advantage of the spring weather!

Make it Personal

- Use your own "This Is Why I Walk" story with potential team members. If other members have a particularly powerful story, ask them if you can share their story.
- Don't have a personal connection to lupus? Ask one of your fellow team members if you can share their story and walk/run in honor of them.

Ask the LFA

- Schedule a time for the LFA to give a presentation to potential team members, Human Resources, management, and/or officers at your office, classroom, or meeting place.
- Request additional supplies of Walk literature and lupus information from the Texas Gulf Coast Chapter office.

If you have any questions or need further assistance, please contact our office at 713-529-0126 (Toll Free: 800-458-7870) or email info@lupustexas.org.

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