



Checklist and Tips for Success

Register – Recruit – Raise Funds!

- ✓ Recruit a co-captain – a family member or best friend, or different team captains for each department at your place of work. Build competition between friends and co-workers!
- ✓ Name your team and set a goal – strive to recruit ten walkers, then if they each raise \$100 you're already at \$1,000!
- ✓ Be sure to increase your team and walker goals if you exceed them. People are more likely to give to you if you have not reached your goal.
- ✓ Share your story – add pictures and personalize your own Walk page and remind all your team members to do so. This is the key to reaching and exceeding your goals – be bold, be proud, don't apologize for asking.
- ✓ Host a Team Kickoff Party – at your place of work, at home, or out with family and friends. Free food always helps, keep it simple, have fun! Let us know that you're hosting a Team Party, and we can send you a care package filled with LFA swag!
- ✓ Reach out to ALL your contacts – send your story to friends, family, neighbors, customers, employees, and vendors. People are busy; those we are closest to often give last, simply because they already plan to so they procrastinate. They just need reminders, so ask and ask again! Ask your closest contacts to forward your ask email to their contacts; this can raise immense awareness of lupus and funds for your personal and team goals.
- ✓ Use social media – recruit team members and ask for donations from your friends and followers. Facebook, Instagram, and Twitter are just a few of these hugely valuable tools in today's online world. You can also use social media to welcome and congratulate new team members and publicly thank donors.
- ✓ Motivate your walkers and team with prizes – make something yourself or ask community businesses to donate something fun for your cause. If you create competition, people will raise more to WIN.
- ✓ Ask for donations on pay day – and also make a donation yourself! People are more willing to give if they see you have as well.
- ✓ Host or ask friends to host a fundraiser – a bake sale, barbecue, musical revue, t-shirt sale, etc. Be creative!
- ✓ Check with your company or HR department about matching gifts or sponsorships. If you think your company would like to be a leading force behind the fight against lupus, please put them in touch with Rey Cantu, our Outreach Director. Prominent logo placement, stage mentions, and goodie bag opportunities are just a few of the possibilities in our 2015 Walk Sponsorship Packages.
- ✓ Design YOUR team t-shirt. Everyone who walks in a Texas Gulf Coast Walk gets the official t-shirt, but many of our teams enjoy creating their own design, featuring their team name, motto, honoree, and more. Get glamorous for lupus!
- ✓ Place Walk posters, brochures, and postcards everywhere you can – every walker counts! Drop by your local Starbucks, gym, rec center, or park and ask if you can post on their community cork board.
- ✓ Ask at least one company – from local to international in size – to contribute at least \$100 to your goal.

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.