

Recruitment Tips for Team Captains

Grow your Team for Walk MS by following these simple tips:

1) Get The Word Out

- Tell your family, friends, co-workers and neighbors about the Walk MS event.
- Send an e-mail to everyone on your e-mail list.
- Follow up with phone calls or e-mails to learn who is interested in joining.
- Post news about your involvement on your personal Web site.
- Mail letters to everyone you know announcing your commitment and inviting them to join you. It's helpful to include a brochure with the team name already filled out.
- Place Walk MS brochures on everyone's desks at work.
- Communicate the importance of the cause with everyone. Excitement – especially for a great cause – is contagious.
- Target the reasons that people might get involved, and mention them in your letters. These reasons are: a personal tie to MS, the desire to take a personal challenge (exercise of the walk or very high fundraising goal), charitably-inclination, to seek affiliation with a group, and the desire for recognition.

2) Get Company Support

- Ask the highest-ranking person in your company or group to send an endorsement memo announcing that he or she is walking (or supporting your team). The memo should also ask others to join your team. A matching gift form should be included if your company has a matching gift policy.
- Remind company officials that participation in the Walk MS event is an excellent way to get the name and brand in front of thousands of receptive customers – as well as media outlets – in a positive, productive light.
- Ask your company to provide financial help, such as paying for team t-shirts, hosting a Walk MS fundraising day, etc.
- Talk to departments such as human resources, wellness and community relations for assistance in recruiting efforts.

3) Display Posters & Brochures

- Display Walk MS posters, flyers and brochures in central locations. Company cafeterias, water cooler areas, restrooms, gyms, library bulletin boards and other high-traffic places are ideal. Write the Team Captain's name and phone number on the posters.
- Display a sign-up list in accessible areas to generate interest.

4) Newsletters/Intranets

- If your company sends newsletters or hosts its own intranet, ask to include an article and photo about the Walk MS event. List the names of participants and include your name and phone number.
- Mention your business competitors' teams, especially if their teams were bigger or raised more money at last year's event. Healthy competition helps a great cause.
- Do you belong to other organizations, such as chambers of commerce, professional organizations, social groups, college alumni associations or area committees? If so, communicate your participation at their meetings and in their newsletters and Web sites. Issue a challenge for other group members to join you to help fight MS.

5) Host Sign Up Parties

- Host a breakfast or lunch sign-up rally at work. Afternoon snack breaks and ice cream socials are also effective ways to enlist more participants.
- Hold a new team member registration party. Encourage each team member to recruit at least one more person and bring him or her to the party. Award a prize to the member who brings the most number of new people to the party.

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6) Use the National MS Society

- Schedule a visit from a National MS Society representative to speak with potential team members, HR, management and officers at your company, classroom or meeting place.
- Request additional supplies, such as brochures, posters, donation cards or fund-raising videos.
- Ask to team with a Walk MS veteran Team Captain for advice and support.

Remember: The Walk MS event is a fun event for a serious cause. Participants, volunteers and sponsors find the Walk MS event to be an affirmative, life-changing mission. Share your enthusiasm, excitement and fun with others. People will be drawn to your intensity and passion for the mission.