

## How To Build A Team

### Step 1: Register your team

Visit <http://step.clearbrook.org> to register the team captain first. S/he will set up the team.

- A team fundraising page will be automatically created when the team captain signs up. Send the link for that team page to your network and ask them to register by clicking the "Join Team" button. They can also go through the registration process and search for your team name.
- Set a goal for your team. We encourage everyone to raise \$250. Estimate how many people will join your team and multiply by \$250 to determine a team goal. This number can be changed going forward.
- Customize your team page with pictures and text. Share why you are participating in Step it Up for Clearbrook

### Step 2: Start Fundraising

- Plan a team kickoff event to generate excitement and plan a fundraising strategy.
- Personalize your fundraising page (in addition to the team page). Encourage team members to share their story on their personal pages, too.
- Send out fundraising emails to your network. Explain why you are participating and ask them to make a donation. Encourage your team members to do this as well.
- Plan a team fundraising event such as a garage sale, bowling tournament, bake sale - the possibilities are endless!
- Emails got lost in inboxes - send reminders to your team members and potential donors.

### Step 3: Get Ready for the Event

- Order fun t-shirts for team members with your team name to wear at the event.
- Choose a place to meet at the walksite so you can all find each other.
- Thank all team members and donors for their support.
- Plan a party to celebrate your success!

**Need more ideas? Have questions?**

Contact us at [step@clearbrook.org](mailto:step@clearbrook.org) or visit [step.clearbrook.org](http://step.clearbrook.org).