



Recovery Walks!



SUGGESTED STRATEGIES FOR BUILDING A FAMILY & FRIENDS TEAM

1. Set goals for the number of walkers and the total amount that you hope your family team will raise.
2. Target the people that you definitely would like to ask to walk on your team. Your top prospects should include
 - You and your spouse or significant other
 - Your children
 - Parents and grandparents
 - Brothers and sisters, and brothers and sisters-in-law
 - Cousins
 - Aunts and Uncles
 - Your closest friends from work and from outside of work
 - Former co-workers
 - Neighbors
 - Anyone else that you feel close to
3. Make sure you complete or collect a walker registration form for every walker that you recruit for your team. Register your walkers online, or mail or fax their registration forms to the walk office so they all are properly registered for the walk. Use www.recoverywalks.org to invite family, friends and associates to sponsor you or participate in the walk.
4. Make sure all your walkers know why their participation in Recovery Walks! is important to you and the millions of other families in the U.S. who are touched by substance use disorder in some way. Encourage every member of your team to gather as many donations as possible from their own circle of friends, neighbors and colleagues. Keep them as informed as possible about the progress of the team's fundraising efforts during the months and weeks leading up to the walk.
5. Draft and mail (or email) a letter about your family's participation in the walk to your holiday card mailing list, your present and past co-workers, and any business associates you and your spouse may have.
6. Decide if your family wants to order team T-shirts for all the walkers on your team. Information on ordering T-shirts will be at the Kick-off events.
7. Have a special pre-walk dinner or a post-walk barbecue at your house to help celebrate the day and thank everyone for their support.
8. Write (or email) everyone a thank you letter that includes the fundraising results for your team. Include pictures from the day if you can.
9. Relax and be proud of the important role you and your family and friends are playing in the fight for all those dealing with substance use disorder!