



Recovery Walks! 2009



SUGGESTED STRATEGIES FOR COMPANY/ORGANIZATION TEAM CAPTAINS

1. Approach a leader in your organization, group manager or president if possible, and ask for his/her strong support. Explore if they'd be interested in becoming an Official Recovery Walks! 2009 Sponsor.
2. Set a walker recruitment and fundraising goal for your company/organization.
3. Try to recruit a committee of assistant team captains that includes a representative from every department or area of the company/agency/organization to help you in your walker recruitment campaign. Focus your initial efforts on trying to recruit supporters who might have a personal interest in supporting this event.
4. Considering hosting a Team Captains Kick-off Meeting at your company/organization.
5. After the kick-off, meet with your assistant team captains and develop a walker recruitment campaign plan. Key components of this plan might include:
 - a. An internal publicity campaign to make sure every employee is aware of the organization's participation in the walk; post a Recovery Walks! 2009 poster
 - b. Recruiting company or organization leaders to be the first to sign up for the walk
 - c. Holding a series of informational meetings for employees/members where a PRO-ACT representative speaks and helps you recruit walkers
 - d. Distributing fundraising walker/donor sign-up sheet to every employee/member with a memo encouraging them to join the team
 - e. Having the company or organization offer incentive prizes to encourage participation and fundraising for the walk
 - f. Giving every walker who signs up for the walk a team T-shirt that they can wear the day of the walk
6. Keep track of all the walkers who sign up for the walk by collecting their registration forms and keeping track of our on-line supporters. Maintain a master list of your walkers.
7. Write (or email) everyone a thank you letter that includes the fundraising results for your team. Include pictures from the day if you can.
8. Relax and be proud of the important role you and your team are playing in the fight for all those dealing with substance use disorder!