

TEAM CAPTAIN GOAL SETTING GUIDE



The Heartspring Autism CARE Walk team captain guide will help you track your progress and hard work while fundraising! Maintain team motivation by establishing goals which help benchmark success! Keep these tips in mind while setting your team's goals:

- **100% effort:** Make one of your main goals as the team captain be to get every single one of your team members to fundraise!
- **Get your team's input:** Set your goal based on suggestions from your team. They'll feel more engaged when helping make decisions.
- **Share your goal!:** Use social media, email, your campaign page and more to spread the word about your team and why you are walking for the "1 in 68" children impacted by autism!

TEAM CAPTAIN'S NAME: _____

TEAM NAME: _____

2017 TEAM RESULTS <i>(if applicable)</i>	2018 TEAM GOAL
# OF TEAM MEMBERS:	# OF TEAM MEMBERS: <i>(i.e.: 15% increase= number of 2017 team members x 1.15)</i>
\$ AMOUNT RAISED: \$	MINIMUM \$ TEAM GOAL: \$ <i>(i.e.: 20% increase = 2017 \$ raised x 1.20)</i>
\$ AVERAGE RAISED BY A TEAM MEMBER: \$	\$ AVERAGE RAISED BY A TEAM MEMBER: \$ <i>(i.e.: 20% increase= 2017 \$ average x 1.20)</i>

AUTISM CARE WALK WEEKLY TRACKER

The Weekly Tracker is your "go-to" to see how your team's fundraising efforts are doing throughout the Autism CARE Walk fundraising process. Don't forget to update it every week!

WEEK OF:	# OF TEAM MEMBERS	\$ TEAM RAISED
1/28-2/3*		
2/4-2/10		
2/11-2/17		
2/18-2/24		
2/25-3/3		
3/4-3/10		
3/11-3/17		

WEEK OF:	# OF TEAM MEMBERS	\$ TEAM RAISED
3/18-3/24		
3/25-3/31		
4/1-4/7		
4/8-4/14		
4/15-4/21		
4/22-4/28		
GRAND TOTAL		

*Registration opens 2/1

WE'LL SEE YOU ON **APRIL 28** AT THE WALK!

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FUNDRAISING TIPS

- **SHOW SOME SPIRIT.** Get your workplace or child's school involved in your Heartspring Autism CARE Walk fundraising efforts! Have them host a day where participants can donate \$1, for example, to wear jeans and a T-shirt or something they normally can't wear. Even the simplest of ideas can go a long way.
- **INVOLVE YOUR AREA.** While the Heartspring Autism CARE Walk is all about raising awareness on a city-wide basis, focus some of your efforts on what's right under your nose. A fun (and delicious) way to do so would be to ask a local restaurant to donate a portion of one night's sales to your Heartspring Autism CARE Walk campaign.
- **GO THE EXTRA MILE.** Take a day to put on a car wash, garage sale or bake sale and have the proceeds benefit your campaign. You can also put on your best smile to host a Scentsy and Mary Kay party or even a poker tournament where a portion of those profits go to your fundraising efforts. *Bonus:* host the event in April because it's Autism Awareness Month!
- **SPREAD THE WORD.** The greater the reach, the greater the awareness. Spread the news of your efforts and of the Heartspring Autism Services Program on your favorite social media pages. Let your followers know about your campaign



and why you “CARE” about autism awareness. Follow Heartspring on Facebook and add the Heartspring Autism CARE Walk cover photo to your own page! You can also follow Heartspring on Twitter (@Heartspring) and be a part of the excitement by using #TEAMCARE.

- **No contribution is too small and no idea is too far-fetched when it comes to spreading awareness! Your efforts, no matter the size, will benefit the children and that's what matters most.**



ONE WEEK. \$500 RAISED.

	TOTAL
DAY ONE Sponsor yourself. Donate \$25.	\$25
DAY TWO Involve your family and ask three members to donate \$25.	\$75
DAY THREE Gather your friends. Ask five friends to donate \$15 each.	\$75
DAY FOUR Spread awareness at work. Ask five coworkers to donate \$10.	\$50
DAY FIVE Use online resources. Email 15 contacts for a \$10 donation.	\$150
DAY SIX Involve businesses. Ask your company to sponsor you for \$75.	\$75
DAY SEVEN Involve the community. Ask two local businesses you frequent to donate \$25 to your campaign.	\$50

\$500