

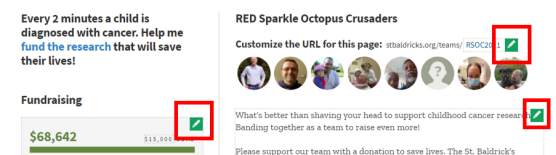
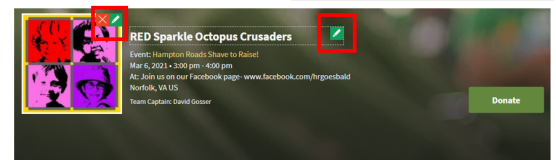
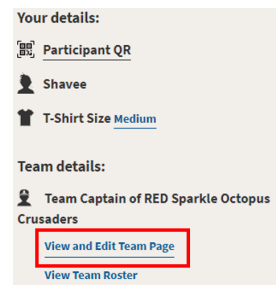
You've become a leader within the St. Baldrick's community serving as an ever-important team captain. Thanks to you, kids with cancer are one step closer to a lifetime they deserve. We know it's a big job to support and lead a team of fundraisers — these pointers will help you reach your team's fundraising goal!

Top Five Ways to be a Terrific Team Captain

1. Recruit at least three teammates. Already have a solid group in place? Enlist a few more!
2. Educate your team about the [St. Baldrick's mission](#) so they know they're raising money to find cures and better treatments for kids with cancer.
3. Create a team fundraising plan. Set weekly or monthly goals for the team and individuals.
4. Communicate consistently to keep teammates motivated. Weekly messages help!
5. Create friendly competitions. Reward your top performers and strive to be the top team at your event.

Get Your Team Fundraising Started

- Honor a [kid](#), or many, to show why your team is raising money for St. Baldrick's.
- Utilize your team page — customize your URL, add a photo, personalize your message, and share it to recruit others.
 - From your participant dashboard, under Team details, click on 'View and Edit Team Page'. Once there, anything with a green pencil icon is editable.
- Use the [Resource Lounge](#) for helpful fundraising tools and share the best tips with your team.
- Create a [team Facebook group](#) to share updates and fundraising ideas.
- Host a team kick off meeting to brainstorm fundraising ideas together.
- Show team pride by creating a “look” using T-shirts, tutus, super hero capes, and more. Use the St. Baldrick's logos and [branding guidelines](#) for easy reference.



Team Fundraising Ideas

- Plan a [Do What You Want](#) fundraiser together and host something different like a group car wash, game night, or happy hour to raise money.
- Approach local businesses to display a donation box, contribute a percentage of sales, or host a “St. Baldrick's Night” to collect donations.
- Create donor incentives. For example: Tell a donor if they give the largest team donation, they'll get to choose what color to dye a brave shavee's hair leading up to the shave.
- Use your team's talents. Ask team members to host a virtual or in-person class (i.e. fitness, yoga, cooking, music, or financial advisory, for example) or lead a fun activity and collect donations to attend their “class for a cause.”
- Put your taste buds to the test and host a group cook-off. Ask each team member to bring their prized recipes (i.e. BBQ, chili or baked goods, for example) and collect donations for entry. Attendees will leave feeling full and satisfied for helping your cause.

- Ask donors to give \$20 for each head that's shaved on your team. These donations will add up fast!
- Plan a “party with a purpose” by hosting a luncheon, dinner, or happy hour to share why St. Baldrick’s is special to your group and ask attendees to give towards your team goal.

Advice from St. Baldrick’s Team Captains

“As a team captain, focus on your own fundraising efforts first because others will follow your lead if you set the bar high.”
— Andrew, Raleigh, NC

“Build relationships and use them. Take the time to connect with people. Share the story of why you are doing this and who you are doing it for.” — Marc, Syracuse, NY

“I literally ask everyone I know if they would shave their heads or donate. I know it sounds crass and very up front, but we have no shame when it comes to St Baldrick’s.” — Joe, Park Ridge, IL

“Send out reminders to encourage your team and have fun! No amount is too small.” — Alisa, Syracuse, NY

“A real thank you to the people who give you their hard-earned money is important. I actually design a card each year with my ‘after’ picture and send it to those who donate to me.” — Sean, Rockville Centre, NY

Sample Social Media Messages

Join Me

I’ve started a team to raise money for childhood cancer research! How are we fundraising? By shaving our heads with the St. Baldrick’s Foundation! If you’re ready to shave (or volunteer) with us, sign up on my team: [link]

Donate

Our St. Baldrick’s team is getting ready to shave our heads for kids with cancer, but we need your help to reach our [\$amount] fundraising goal! The money you donate will go to the most promising childhood cancer research. Donate here: [link]

Thank You

EXCITING NEWS! Our team raised [\$ amount] for childhood cancer research, all thanks to your donations! Pat yourself on the back because you made a huge difference for kids with cancer! If you haven’t given yet, there’s still time to donate to my St. Baldrick’s team. Donate here: [link]

Fundraising Email to Encourage Team Fundraising

Sample Subject: **Nothing’s gonna stop us now**

Hey there [Team Name],

So far, we’ve raised [\$ amount]! Our goal is to raise [\$ amount] by [event date]. We’re doing great, and now it’s time to reach and even exceed our goal!

Here’s what you can do to help reach our team goal:

- Show others you’re invested. If you haven’t yet, make a personal donation to your fundraising page.
- Contact your friends, family, and colleagues by sending emails and sharing your link on social. It’s a quick way to fundraise!
- Follow-up with those who haven’t responded to your emails — don’t be afraid. Most donors will appreciate the reminder.
- Send a thank you message to those who’ve donated on your behalf. They’ll appreciate the recognition.
- Invite others to join our team. The more, the merrier!

Remember, our fundraising efforts benefit the St. Baldrick’s Foundation, the largest charity funder of childhood cancer research grants. The money we raise helps save kids’ lives and gives them their best chance at happy childhoods.

Thank you for all your hard work!

Sincerely,

[Your name]

Questions?

We are just a phone call or email away! Contact us at Fundraising@StBaldricks.org or 888.899.BALD (2253).

1333 S. Mayflower Ave., Suite 400, Monrovia, CA 91016 | 888.899.BALD | 626.792.8247

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