



## Corporate Team Captain Checklist

### ✓ Getting Started

- Contact [gutsywalk@crohnsandcolitis.ca](mailto:gutsywalk@crohnsandcolitis.ca) so we can connect you to a Crohn's and Colitis Canada representative that will assist you. Prefer to do it on your own? No problem.
- Have a team strategy. Set your team's goals for fundraising and the number of team members you would like to join your team. Connect with your management team for support.
- Think of a cool team name. You know you have one mind!
- Register your team at [gutsywalk.ca](http://gutsywalk.ca).
- What's your story? Personalize your personal and team fundraising pages telling everyone why you and your team are supporting Gutsy Walk.
- Schedule an internal team kick-off. Invite your colleagues, including management.

### ✓ Leading Up to the Walk

- Pledge yourself first to show your commitment to the team's fundraising goal.
- Send emails from the online site inviting colleagues, family and friends to support you by joining your team or by donating to you.
- Ensure your team members are fundraising online or have a pledge form. Offer your assistance, if needed.
- Determine if your company is providing fundraising incentives, and add this to your communications
- Spread the word:
  - Place Gutsy Walk posters and/or team thermometer around the office
  - Add Gutsy Walk to your internal TV
  - Include an article in the company newsletter to recruit fellow co-workers to join your team. This will also be a great opportunity to share your story.
  - Talk to your management team if a Gutsy Walk slide can be added to internal presentations
- Request for your management team to post about your Gutsy Walk team on the company's social media accounts.

- Make plans for Walk Day
  - Plan if you want team T-shirts and get them printed
  - Decide on a time and place for your team to meet
  - Designate a photographer in your team to take pictures
  - Designate a social media person in your team to do live posts at the walk. Remember to use #gutsywalk
  - Remind team mates to use pledge forms if they have any cheques or cash to bring on walk day.

✓ **Walk Day**

- Arrive early!
- Proceed to the Registration area and mention that you are a corporate team
- Take photos and post them online. Use #gutsywalk
- Celebrate with your team and have fun!

✓ **Post-Walk**

- Way to go! Enjoy your success!
- Send thank-you notes to all your teammates and donors who helped make your team's fundraising a success.
- Follow-up with team members who didn't make it to Gutsy Walk to let them know how to submit their offline monies. They can also contact [gutsywalk@crohnsandcolitis.ca](mailto:gutsywalk@crohnsandcolitis.ca)
- Promote with your team that they can continue to fundraise for up to 3 weeks after the Walk to reach their next incentive level.

✓ **More Resources**

- Website: [gutsywalk.ca](http://gutsywalk.ca)
- Crohn's and Colitis Canada representative: email [gutsywalk@crohnsandcolitis.ca](mailto:gutsywalk@crohnsandcolitis.ca)
- Download a pledge form [here](#)
- Online Participant Centre [Tutorial and FAQ](#)
- Documents:
  - Gutsy Walk Presentation
  - Fundraising ideas
  - Gutsy Walk poster and team thermometer
  - Staff Kickoff agenda template

