

2012 Minnesota Team Captain Rally Recap

Agenda:

Welcome - Kris van Osnabrugge

General Presentation

- Amanda Ellefson – Amanda's Hope
Amanda spoke about how important it is to make connections. The more you talk, the more you can do.
- Ali Ogren – Team Target
Ali gave tips on how to grow your team at a company.
- Sonya Rippe – Pedaling for a Purpose & P4P Off Road
Sonya gave advice on how to fundraise for multiple events.

Breakout Sessions

- Recruitment
- Fundraising

Research NOW Campaign - Cyndi Zagieboylo, National MS Society CEO

- Cyndi spoke about MS, the history of the MS Society, the Society's goals to raise \$250 million by 2015 and the Research NOW campaign.

Announcements and MS Society News- Kris van Osnabrugge

For information about these, contact Kris at kris.vanosnabrugge@nmss.org

- Twins fundraiser
- Splash MS fundraiser
- Gold Guys fundraiser

Featured Presentation – MS=Panel – Greenway Ballroom

Welcome Holly Anderson, Chapter President

Panel members:

- Maureen Reeder, Regional EVP
- Kelly Zylstra, MS activist, fundraiser and team captain
- Dr. Gary Birnbaum, MS clinician and researcher
- Dan and Jean Rude, MS activists, support group leaders, team captains
- Cyndi Zagieboylo, National MS Society President and CEO

Happy Hour at Millennium – hosted by Wayne Chapman, Cargill team captain

Notes from breakout sessions:

The room broke into 5 groups to discuss recruitment and fundraising strategies and tactics.

Recruitment:

1. Make the event fun for your team!
2. Get people on board and then work on the fundraising with them.
3. Team and group rides/training walks are a great recruiting tool.
4. Have a standing date for your team rides/training walks.
5. Host a BBQ to bring your team and potential teammates together
6. Ask current teammates to bring one new person to the event.

7. Make it easy for your team

8. If you participate in an event with overnights, help your teammates secure hotel rooms

9. Reward your team with gift cards for how many teammates they recruit
10. Talk to everyone you know
11. Ask your upper management to back the team
12. Utilize MS Awareness Week in March – registration discounts, lots of activities going on to help promote your events and the MS Society, etc.
13. Set a schedule and recruit more than once – some teams recruit through March and then focus on fundraising later.
14. Have a monthly happy hour
15. Host a party after the event
16. Make a CD slide show/post photos online to help people visualize the event and how much fun the team has.
17. Create team t-shirts or jerseys
18. Put signs on your front lawn
19. Get your company to let you use their forms of communication to get the word out (intranet, newsletters, email, etc).

Fundraising

1. Host a BBQ or cookout and ask for donations
2. Organize a silent auction. Any teammate who helps with it gets a portion of the money made to put to their donations.
3. Send out a list of fundraising ideas to your teammates and examples of successful fundraising letters
4. If you have connections to a movie theater, restaurant, bar, etc. ask them to donate their space so you can hold an event.

5. Solicit the people you do business with. Use the bike or walk pin-ups (available through the MS Society). Sell orange wrist bands (available online at www.mssociety.org)
6. Organize a bake sale at your office.
7. Tap into your company's foundation for money to support your team (buying jerseys or t-shirts is a good place to start).
8. Ask the company to let you use the intranet or email to get the word out about fundraising events.
9. Set up a bank account for your team so you can manage funds and donations.
10. If your team is organizing a team fundraiser, go to www.squareup.com and order small credit card swiping machines that you plug into your smart phone. Most people are willing to spend \$ if they can use their debit cards these days and will spend more than if they just need use cash or check.
11. Set high expectations for your teammates. Tell them that to be on the team they need to raise at least \$X amount. Wouldn't it be fun to have a team of all Golden Gear or Golden Sole members?
12. Create a formal connection for people to MS if your team doesn't know anyone with it. Once they start riding for someone who has MS, their motivation to participate totally changes.
13. Know any friends who make jewelry? Ask them to make it and sell it then donate proceeds to you for your event.
14. Contact your college alumni group to post your connection to MS and your fundraising efforts.
15. Utilize LinkedIn. Post: "Are you connected to MS?"
16. Send a Facebook link to fundraise online. Include address for checks so donors have options.
17. Ask all donors to check their company match programs. One TRAM teammates gets his company to be a major donor just through matching.
18. Make business cards about your team and drop them in fish bowls at various companies/restaurants, etc. Write on the card "Please give!"
19. Sell Arbonne and donate a % to the MS Society.
20. Garage sales
21. Have a fundraiser with other teams and split the money.
22. Cell phone fundraiser: A few captains have done this and said it takes no effort. You contact Shelter Alliance, they send you everything you need to get started, you send them the phones and based on the age/condition you get money back. A walk captain sent out 300 letters to companies about this. 7 different businesses have partnered with her and they are collecting phones for her.
23. Change buckets – collect your change and then cash it in for donations. A 13-year-old daughter of a team captain has collected \$50 in just a few weeks.
24. Ask on Fridays, pay days and during tax season.
25. Start a blog and share your stories about who you ride or walk for.
26. Thank your donors! Send emails or letters that include photos.