

Sodexo Team Captain Timeline: Five steps to a Successful Step Out!

Start early and finish strong! Register as early as possible so your team members can join your team and start fundraising to help the American Diabetes Association Stop Diabetes. Whether you register early or just a few months before your local Step Out: Walk to Stop Diabetes, these five (5) steps will take you from developing your plan for recruiting walkers and raising money to thanking your team and donors!

Step 1: Plan!

No later than 3 months out – but starting earlier is better!

- ① Meet with your Association representative to develop your recruitment and fundraising plan
- ① Set a Team member goal and recruit, recruit, recruit!
- ① Create your team at www.diabetes.org/stepout-sodexo
- ① Set a dollar goal — \$200 per team member is a good guideline

Step 2: Inspire!

No later than 2 months out

- ① Recruit a Red Strider to help inspire your team and share your reasons for walking, too!
- ① Put up Step Out posters and place brochures in high-traffic areas
- ① Use email, social media, voicemail, memos and bulletin boards to encourage registration
- ① Attend the Step Out Kickoff Party!

Step 3: Fundraise!

6-2 weeks out

- ① Encourage each team member to raise \$200 or more online – offer fundraising tips! Walkers who raise funds online tend to raise 4-6 times more than those who don't!
- ① Use the online tools and goal posters to track your progress; promote Boundless Fundraising to your team members
- ① Tell team members to ask all donors if their company offers matching gifts
- ① Highlight your top fundraisers every week and give special recognition to any Champions to Stop Diabetes – walkers who raise \$1,000 or more

Step 4: The Final Push

2-1 week to go

- ① Send last-minute reminders by email, social media, voicemail, memos or flyers
- ① Ask your local office when turn-in days are held and schedule an appointment
- ① Arrange for signs and banners to promote the team at the event
- ① Send out a reminder with the date, time and location; include directions, the weather report, reminder to bring your collection envelope and day of event activities

Step 5: Thank You

After your walk

- ① Thank your donors
- ① Share photos of Step Out day
- ① Send thank you notes to your team members
- ① Praise the team in your newsletter, or send a press release to your local paper