Breakthrough T1D™ Walk

# How to be a Successful Team Captain

As a Breakthrough T1D Walk Team Captain, the best way to help your team fundraise successfully is to show them how it's done!

## Lead by Example

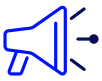
- Update the photo and story on your Participant Center page to reflect your personal T1D journey
- Make a self-donation to get the ball rolling
- Download the Breakthrough T1D Fundraising app

## Set Your Fundraising Goal and Plan

- Set an impactful goal—this is a great opportunity to connect with your Breakthrough T1D staff partner to brainstorm
- Make a list of who can help you get to that goal
- Update your personal and team goal on your Participant Center and get ready

## Build Your Team

- Invite your friends, family, neighbors, and more to register to your team and set their own goal
- Getting everyone involved can make a huge impact on reaching your team goal together, plus celebrate along the way with fun prizes
- Encourage each team member to set a goal of at least $100 to earn the exclusive Breakthrough T1D Walk t-shirt



## Cheer on Your Team

- Show your teammates how to customize their fundraising page, download the app, and more
- Make sure your teammates know about the great incentives that they can earn along the way
- Cheer on your teammates during Walk season to keep up energy and momentum—whether it's a shout out on social or a thank you message through the Breakthrough T1D Fundraising app

## Share the Mission

- Every dollar raised helps make breakthroughs possible. Encourage your team to share a #WhyIWalkWednesday story on social media and link to their fundraising page
- The Breakthrough T1D Fundraising app makes it easy to share mission moments in real time, documenting what life is like with T1D, a spotlight of your T1D champion in action, or a spur of the moment text to teammates
- Check out and share the incredible breakthroughs you and your team make possible at **BreakthroughT1D.org/research**

## Leading up to Event Day

- Make sure everyone attending to support your Walk team is registered
- Share out event details to your team so everyone is ready for an awesome day
- Thank your personal donors and your incredible team for their hardwork during the walk season

For more tips, strategy, and ideas on coaching your team to success, connect with your local Breakthrough T1D Walk lead, which can be found on the homepage of your local walk.