

GREAT FUTURES Campaign

Campaign Team Recruiting Talking Points

As a Team Captain the first step to success is recruiting your team members. Teams increase your ability to raise awareness & funds. Think of it this way, if you recruit just 2 individuals for your team and ask each of them to recruit 1 individual that's 5 people right there!

Participating on a Campaign Team is a powerful way to make an impact on the community and forge a connection with other like-minded individuals. Networks to find potential team mates include friends, family, co-workers, civic groups, neighbors, and social clubs. Below are different talking points to help recruit individuals to your Campaign Team.

1) Intro Points:

- The Clubs milestones and success is only possible because of the communities continued support & confidence in the impact Boys & Girls Clubs makes on every child who walks through our doors.
- Each year we eagerly anticipate the community-wide effort of volunteers whose enthusiasm translates into support for our Clubs through our traditional annual campaign from February-May. During the Campaign volunteers fundraise on behalf of the Boys & Girls Clubs by soliciting donations from those in their network and/or hosting an event to help raise awareness and raise \$'s.

2) The Campaign Team:

- Teams are made up of friends, family, and co-workers who rally together to support the life-changing work Boys & Girls Clubs is doing in our community.
- Each team sets their own \$ fundraising goal and works together to reach goal by the end of the Campaign. Club staff is available to help you find the best way for your team to succeed!

3) Campaign Team Support:

- The opportunity to be part of the Campaign in the team capacity connects volunteers with other like-minded individuals. While each team works independently to reach their goal, we have a number of opportunities for teams to interact. Including both social events & training sessions (see Campaign Overview calendar for details).

- The good news is you don't have to be an expert fundraiser to be a successful campaign team. The Club provides all volunteers with resources, tools, and support to plan out a way for your team to reach its fundraising goal. This Includes:
 - Team Fundraising Website- that you can personalize, use to accept online donations, connect with potential donors, and track progress to reaching your goal.
 - Online Digital Toolkit- equipped ideas, best practices, sample messaging, B&GC info, past volunteer examples, and more!
 - Training Sessions- training sessions are scheduled for new & veteran volunteers.
 - Effort Based Incentive Game- each team is different in experience & size so incentive prizes will be offered throughout the campaign based off of an effort based point system. Example: Instead of earning points for most \$ raised, you can earn points for attending a training session, setting up your fundraising webpage, etc.!

4) Possible Objections (O) and Ideas on How to Respond (R):

- **O-** "I don't have the time."
 - **R-** That is the great thing about volunteering on a Campaign Team is the flexibility it offers. Many of the volunteers choose to support the Clubs this way because they have complete control over the time they put in to the Campaign.
- **O-** "I've never done anything like this before."
 - **R-** The good news is you do not have to be an expert fundraiser to be part of a Campaign Team. There are many volunteers who are in the same boat but with the different tools & resources provided by Club staff to help beginners and veterans alike be successful.