



Team Captain Checklist & Timeline

Your 20-Week Roadmap to Inspire, Fundraise & Lead the Way to Cures

Week 1: REGISTRATION OPENS

- ☐ Register as a Team Captain
- ☐ Set a Fundraising & Recruitment Goal
- ☐ Customize Your Team Page (add a photo, story, team name + message of hope)
- ☐ Send Personal Invitations to Join Your Team
- ☐ Share on Social Media using your unique team link and why this walk matters to you

Weeks 2–6: BUILD YOUR BASE

- ☐ Recruit 5–10 Team Members to get early momentum (consider friends, family, or co-workers)
- ☐ Engage your Company to see if they will match donations or sponsor an event
- ☐ Host a Virtual or In-Person Kickoff to share your vision and inspire others
- ☐ Make a Personal Donation to lead by example
- ☐ Ask Early Joiners to Share Their Story to help recruit more walkers
- ☐ Check in on Progress Weekly via your team dashboard
- ☐ Download the City of Hope Fundraising app, relaunching with fresh features mid-May

Weeks 7–12: ACTIVATE FUNDRAISING

- ☐ Encourage Each Member to Raise \$100+ (or set your own benchmark)
- ☐ Use the Walk for Hope Fundraising Toolkit (emails, social graphics, flyers)
- ☐ Highlight a Different Teammate Weekly on social or email
- ☐ Plan a Simple Team Fundraiser (spirit night, bake sale, giveback day)

Weeks 13–16: SPARK ENERGY & DRIVE GROWTH

- ☐ Revisit Your Goals — Can you recruit 5 more walkers or raise an extra \$500?
- ☐ Post a Progress Update to thank your team and re-energize them
- ☐ Share Stories of Survivors or Honorees your team is walking for
- ☐ Coordinate Team Apparel or Signs for Walk Day
- ☐ Start Talking About Walk Day Logistics (carpools, meeting spot, etc.)

Weeks 17–19: FINAL COUNTDOWN

- ☐ Send Final Emails & Texts to Your Team with walk-day info
- ☐ Encourage Last-Minute Donations — remind donors every dollar counts
- ☐ Double Down on Social Sharing with countdown posts and personal messages
- ☐ Remind Your Team to Wear Their Gear and arrive early for a team photo
- ☐ Celebrate Your Team's Progress — shout-outs, top fundraiser highlights, etc.

Week 20: WALK DAY!

- ☐ Arrive Early & Check In
- ☐ Meet Your Team at Your Designated Spot
- ☐ Take Photos & Walk with Purpose — every step brings us closer to cures
- ☐ Celebrate, Honor, Remember — this is a day of hope and togetherness

Post-Walk: KEEP THE MOMENTUM GOING

- ☐ Send Thank-Yous to every team member and donor
- ☐ Share Your Team's Total Impact on social and in email
- ☐ Invite Teammates to Stay Involved in future City of Hope events
- ☐ Reflect and Reset — what inspired you, and how can you build on it next year?



Need help? Contact walkforhope@coh.org.