

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)