



# Team Captain Goal-Setting Worksheet

Team: \_\_\_\_\_

Captain: \_\_\_\_\_

Co-Captains: \_\_\_\_\_

When setting your team goals, look back at your team's performance last year (if applicable).  
The average walker raises more than \$200.

## Previous Year's Results:

Number of team members: \_\_\_\_\_

Dollars raised: \$ \_\_\_\_\_

Your team member average: \$ \_\_\_\_\_  
(dollars raised divided by number of team members)

## This Year's Goals:

Number of team members: \_\_\_\_\_  
(20% increase = number of previous year walkers x 1.2)

Minimum goal: \$ \_\_\_\_\_  
(team member goal x previous team member average)

Suggested goal: \$ \_\_\_\_\_  
(team member goal x \$200 MuckRuckus MS average)

## This Year's Team Goal:

### Strategic Plan (Check when completed)

- 1. Appoint co-team captains

Due date: \_\_\_\_\_

Ideas of who to ask:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- 2. Customize team Web page at **Walk4MS.org**

Due date: \_\_\_\_\_

- 3. Team kick-off announcement to all previous members/company employees

Due date: \_\_\_\_\_

### 4. Recruitment activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		

### 5. Fundraising activities

ACTIVITY	DATE	GOAL
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		
<input type="checkbox"/> _____		

- 6. Email to all team members announcing goals and activities

Due date: \_\_\_\_\_

- 7. Thank you note to all team members

Due date: \_\_\_\_\_

## Recruitment Checklist

- I have set my team recruitment goal (if I am a returning team captain, my goal is at least 20% higher than my previous year's team size).
- I have selected a co-captain and a team committee to assist me in organizing and motivating my team.
- If I have a corporate team, I have secured support from my company's top executives.
- I have set a date for our recruitment event and asked the chapter to send a representative to my event.
- I have publicized my team through posters, newsletters, social media and word of mouth.
- I have personalized my email signature to let others know I am walking and recruiting team members.
- I have made a list of possible team members and personally asked each individual to join my team.
- I have encouraged every team member to recruit at least one new team member to join our team.
- I have contacted the Society for help brainstorming other ideas.

## Fundraising Checklist

- I have set a team goal and have informed all of my team members of our team fundraising goal.
- I have personalized my personal and team Web page with a picture and short story of why we walk.
- I have familiarized myself with the fundraising resources available on **Walk4MS.org**.
- I have asked my company or organization to make a donation to our team.
- I have asked my team members and donors if their companies have a matching gift program. If so, I have encouraged them to ask their co-workers to donate to them and request matching funds.
- I have planned at least one fundraising event for my team (e.g. bake sale, beef & beer, car wash).
- I have told everyone on my team the date of our fundraising event and delegated responsibilities to them.
- I have informed the chapter of our fundraising event. Learn more about community fundraisers at **nationalMSsociety.org/community**.

1-800-883-WALK  
Walk4**MS**.org