

FIVE STEPS



To Build A Corporate Weekend Walker Team

1

ORGANIZE IT

- / Choose some enthusiastic and excited teammates
- / Come up with a catchy team name
- / Create your team website with our infrastructure

2

RECRUIT AN INTERNAL ADVOCATE

- / Preferably an opinion maker in your organization
- / The advocate is someone enthusiastic to help influence others to join/support your team

3

COMMUNICATE

- / Kick things off with an internal launch meeting or conference call
- / Establish monthly discussions and have a spokesperson run them
- / Merchandise the event internally (posters, t-shirts, stickers, etc.)
- / Send out email blasts
- / Link up with local athletic stores and fitness clubs to support your team

4

SUPPORT AND REINFORCE

- / Organize training walks and events
- / Organize fundraising meetings and events
- / Invite your Weekend Coach to run an informative Get In Step Session for current and prospective members

5

SHARE AND CELEBRATE

- / Exchange fundraising and training ideas
- / Celebrate successful fundraising stories and training accomplishments
- / Make sure everything you do is fun