



How to Recruit Team Members

1. **Start early.**

Begin recruiting as soon as you've registered your team online. The earlier you get your team members involved, the sooner you can begin planning your team's fundraising activities and building excitement. Send out emails with the link to your web page so individuals can register for your team. Share your team fundraising goal with the people you are trying to recruit.

2. **Get the word out.**

Let your family, friends, co-workers, classmates, and/or neighbors know you are looking for team members. If they are not interested, they may know someone who may love to participate.

3. **Post on Social Media.**

Tell all your friends about your fundraising goal and connection to Special Olympics. Invite them to register for your team and raise funds online. Be sure to include the link to your web address so that they can register. On the Fundraising Tips page, see the Facebook Tips document for sample messages.

4. **Offer incentives.**

Conduct a raffle or offer a small gift certificate to the first five people who join your team. This will encourage people to sign up quickly. If you are participating on a company team, perhaps you could convince the boss to offer an incentive like a half day off for participating or for reaching a specific fundraising level.

5. **Make it fun!**

Excitement is contagious. Continuously update everyone on your efforts, success of different team members, fundraising, and milestones reached. They'll see how committed you are and want to be a part of the success!