

Tips for Team Captains

1. **Recruit early!** Don't wait until the last minute to recruit your teammates. The earlier you ask your friends and family to join your team, the farther reach you have to advocate, fundraise, and educate even more people across Canada about human trafficking.
2. **Set your goals with your teammates!** Even though you are captain of your team, it's important to get input from the rest of your teammates about what kind of goals you are trying to achieve. What is your fundraising goal? Do you have a goal for the number of people you would like to educate about human trafficking? How about a goal for the number of social media shares your team does for Joy in Action? These are all important points to discuss together!
3. **Pick an activity to do together as a team.** Choose to run, walk, or bike as a team! Or do any other activity that interests your team as a whole. Like to do yoga? Garden? Throw a party together? Go for it!
4. **Pick a day to do your activity together!** Talk with your teammates and pick a day during the week of August 17-25, 2024, to take action and complete your chosen activity, or join us at Bird's Hill park on August 17!
5. **Keep in touch with your team!** Come up with a plan to communicate with your teammates throughout Joy in Action 2024. Weekly phone calls, video calls or emails are a great starting point!
6. **Motivate!** As Team Captain, it's your job to keep your team motivated! Be the cheerleader for your teammates as well as the navigator. Sending positive reminders and encouragement to your team members can really go a long way!
7. **Get started fundraising right away!** The more time you give yourself to reach your fundraising goal, the better. If you start early and set smaller fundraising goals that add up to your end goal, you can easily set your team up for success!
8. **Strategize on who your team would like to ask to donate.** Sitting down together and writing down a list of people to reach out to for donations can really add up. In a good way! Having a donor plan ready will make it much easier to execute as a team.
9. **Personalize your team's donor approach.** When reaching out to donors, try to connect with them about why this cause is so important to you. Personalize your message to them in any form you choose to deliver it. Appealing to a donor from the heart will touch people more than sending a generic message. Let them know why ending human trafficking in Canada is so close to your heart.

- 10. Advertise your support!** Decide as a team if you would like to invest in some Joy in Action apparel. Wear them when you're out and we guarantee a couple of people will ask, what is Joy in Action?
- 11. Share about your passion to end human trafficking in Canada.** Social media is a great platform for your team to post, share, tag, educate, and advocate about Joy in Action and why ending human trafficking in Canada is so important.
- 12. Print and Share!** Check out our printable posters and put them up in your local grocery store, community centre, church, exercise class or wherever works for you! Be sure to ask first, some organizations throw away unapproved signage.
- 13. Speak from the heart.** When sharing about Joy in Action whether you are trying to ask someone to join your team, contribute to your team or simply explain what this event is, it's a great idea to make it personal and speak from the heart. Let people know why being a part of a community that is working towards putting an end to human trafficking in Canada is so important to you.
- 14. Take advantage of your fundraising tools!** We have a variety of resources designed to help you through your Joy in Action 2024 journey! Helpful packages containing so much information about our event, tips, email templates, phone notes, posters, facts, and stats, are all at your fingertips!
- 15. Check out our Joy in Action FAQ's.** Has a question from a team member or team supporter about the logistics of our event left you stumped? Check out our FAQ's section on our website. The answer may be just a click away.
- 16. Don't forget to link your team fundraising page.** If you are sending a text or an email out to friends or family, include a direct link to your team fundraising page. The less steps you can provide them to donate or register, the better!
- 17. Look beyond borders.** Your teammates don't have to live in the same city or province as you! Ask people you know to join your team from anywhere in Canada. We have a goal to reach people in every province and territory in Canada this year. Help us reach it, Team Captain!
- 18. Find a Co-Captain!** Think of someone you could approach to captain your team with you! This will expand the networks you can reach out to and not to mention, double the fun and accountability!
- 19. Ask your team for help!** You've recruited the people on your team for a reason. They will no doubt be willing to help you recruit more team members and find donors to help your team reach your fundraising goal.

20. Capture the moment. Banding together as a team for an important cause can be a fun, moving, and motivational experience! Make sure to document your journey as a team for yourselves and for the event! Share the pictures of your Joy in Action journey for everyone to see!

21. HAVE FUN! Don't forget to find joy in participating in Joy in Action. We appreciate all of your support, and we hope all of you have so much fun coming together as a community for this very important cause!