



#SteppinOutForPANSPANDAS

[www.inflamedbrain.org/steppin-out](http://www.inflamedbrain.org/steppin-out)

*Moving outside our comfort zone... together.*

# 12 tips for team recruiting

## How do you recruit people for your team?

Simple – read every precious word we’ve written below and pick two or three ideas that fit your personality. Then do it – turn on your recruitment charm and watch the registrations pour in.

### 1 direct is best.

Send an email to each person you want to ask to join your team. Include a **link to your team page**, and tell them that the moment they register you’ll know and respond by running down the hall screaming their name with joy – something like that.

### 2 recruit it forward.

Once you’ve successfully recruited a teammate, make sure you **ask them for help**. You’ve recruited them, now you need them to recruit someone else. Makes sense, right? If they said yes, chances are they’ll know at least one other person who could be a great addition to your team.

### 3 facebook fun.

**Post your desire** to build a team on Facebook (or Twitter or Insta or whatever) either as a status, or create an event called “My Awesome Team” (example only) and invite friends to join. When you explain what people are getting into, they can relax and make a decision.

### 4 steppin’ math.

Sometimes people are reluctant to join because they don’t appreciate how the fundraising math works and how simple it is to use the online system. Get ahead of that by reminding them the average donation is **\$50** and that the average adult raises about **\$250**. Easy peasy.

## 5 outsource.

You know that you can have team members walking “with” you in **different cities**, right? Ask your friends across the country to join your team – you walk in your town, they walk in theirs, and your money all goes to the same place.



## 6 show off the t-shirt.

Everyone who hits their fundraising minimum gets one of our **seriously stylin’** Steppin’ Out t-shirts. Play that up – show them the picture online and say something cheesy like, “Wow – that t-shirt would really bring out your eyes!” Boom!

## 7 hand ‘em a laptop/phone.

Nothing says “are you in?” like having the registration page open and ready to be completed. Slide that Macbook, Dell, iPad, or Android thing into their hands, and **walk them through** the registration process right then and there. (Great for procrastinators.)

## 8 we are fam-i-ly.

Studies\* show that the easiest people to guilt into doing something are your own flesh-and-blood. Ask your parents, siblings, kids, second cousins, and let them know that **Thanksgiving dinner** will be awkward (well, more awkward) forevermore if they say no. If they won’t join you, ask them to donate – it’s what Grandma would have wanted.

## 9 kid-friendly.

If you’re in possession of a kid or two, why not **captain a team of kids** and parents? Invite your kids’ playgroup or Tim-bits soccer team – no one fundraises more effectively than a wide-eyed six-year-old.

## 10 tell your story.

How are you personally linked to this cause? Have you worked passionately to help out someone close to your heart? Use your story to tell prospective teammates **why it’s so important** to you that they help your team raise tons of money for the Inflamed Brain Alliance.

## 11 recruit a rainmaker.

Go to the **most popular person** in your circle at work, school, or church, and pitch them hard on joining your team. These are the rainmakers – they make things happen, and other people follow them. Appeal to their general sense of awesomeness and explain that their primary job is helping you recruit the biggest, most successful team in the event.

## 12 buddy up.

Try to recruit one team member who will work with you as co-captain. Then **tag-team your efforts** by working together to recruit friends or colleagues. For one thing, your co-captain has their own networks to draw from doubling your recruitment potential. For another, having a co-captain increases the fun and accountability.

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