

Team Captain Guide

Sunshine Float for *Dreams*

Saturday, June 23, 2018
Brant Conservation Park
119 Jennings Rd, Brantford



Team Captain Guide

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Thank you for your interest in being a Team Captain for Sunshine Float for Dreams! This package includes everything you will need to successfully recruit and engage your team and achieve your fundraising goals. We look forward to seeing you on the water as you and your team have boat loads of fun while supporting The Sunshine Foundation of Canada.

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Welcome to Float for Dreams!

Thank you for taking the plunge and becoming a 2018 Team Captain at the 3rd Annual Float for Dreams. It is going to be a great day and we want you to be as prepared as possible to ensure that you and your team have boat loads of fun! Whether you have attended this event before, are a natural born leader, or are new to this role, as a Team Captain you will be playing an important part in making this year's event a grand success!

As a Team Captain, your primary roles are to build, lead and motivate your team to fundraising success and to encourage team spirit amongst your fellow teammates.

Invite your friends, family, neighbours, colleagues or anyone else to be on your team and motivate them to reach their \$200 fundraising goal. Once your team is in place, you will act as the key liaison between your team members and The Sunshine Foundation of Canada's Event Team. This Team Captain Guide will describe the following three steps to create a successful and amazing team:

Step 1: Recruit and Register Team Members

Recruit your friends, family, neighbours or co-workers to join your team. Just remember, people cannot say YES until you ask them.

Step 2: Fundraise

Set a fundraising goal for you and your team. Share your passion and dedication with your team as you work together to achieve your goals.

Step 3: Enjoy the Float!

Enjoy a day on the Grand River and spark some friendly competition with other teams while you vie for the Team Challenge and Team Spirit Awards.

Register Now!

Register your team now at www.floatfordreams.ca

Need some assistance in setting up your team? Email us at events@sunshine.ca



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Step 1: Recruit and Register Team Members

Here are some tips on recruiting your team:

Recruit the right people: Getting the right people on board is very important. You will want people who are excited to get involved and passionate about the cause. Look for people who get things done! You'll also want to ensure that your team members are people you can depend on.

Start with your network: Invite your colleagues to participate as a team-building exercise or gather your friends and/or family as a fun summer activity.

Ask early and in person: The earlier you recruit your team members, the more time you have for achieving your fundraising goals and building your team spirit. You are most likely going to be recruiting co-workers, close friends and family. Ask them in person when you are spending time with them. This will give you the chance to explain how excited you are for the event and verbally convey your passion and commitment to the cause. They will see your excitement and won't be able to say no!

Use your Participant Center: Your Participant Center has some handy tools to manage your team including, recruitment email templates to send to your network. You can upload your contacts and communicate with potential team members directly through your participant center.

Spread the word: Talk about Float for Dreams and your team to everyone you encounter. You never know who might be interested in joining or supporting your team, or even starting a team of their own.

Social media: Post on your social media platforms to recruit from your friends and followers. You can link to the Float for Dreams registration site www.floatfordreams.ca and tag us (@FloatForDreams). Also, be sure to follow our Facebook page for important event announcements and updates.

Remember, the most powerful tools you have are your enthusiasm and commitment to participating in this event to support The Sunshine Foundation of Canada.

Registration: Register a Full Team \$600.00 → Create and pay for a full team. You will receive a promo link to send to your teammates to register at no cost.

Create a Team \$70.00 → Create a team, but pay the individual registration fee. Your teammates can join your team by searching for your team name and registering as an individual.



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Step 2: Fundraise

There's no need to wait until you have a full team to begin your personal fundraising. Once you have your team members registered, you will want to provide some leadership and guidance to help ensure that your team meets its goals.

Customize your Participant Center: The Participant Center is a great fundraising tool. You can personalize both your individual and team pages with photos and your story. Tell your potential donors why this event is important to you and why you are participating. Use the handy email templates that you can edit to solicit, follow up with and thank donors. You can edit these to add your own touch.

Encourage all of your team members to personalize their page and use the templates as well.

Set a Goal: To help make even more dreams come true, Float for Dreams depends on its participants to raise money from within their networks. We recommend a personal fundraising goal of \$200 and a team goal of \$2000. Raising \$200 as an individual is as easy as asking ten of your friends for \$20. If you really want a challenge, set your goal even higher. There are lots of great fundraising incentives to keep you motivated.

In addition to personal fundraising, as a team captain, here are some ways to help support your team in their fundraising efforts:

Encourage team members: Communicate with your team members regularly and encourage them to keep raising money towards your goal. Identify if any members are having issues fundraising and try to support them. Send congratulation emails to team members when they achieve their fundraising goals.

Offer team incentives: In addition to the Float for Dreams fundraising incentives, set up your own team incentives for achieving goals; eg. Highest individual fundraiser on your team gets the royal treatment (by the rest of the team) on the day of the event!

Plan team fundraising events: Fundraising in a group can be a lot of fun! See the Fundraising Guide on the Resources page to find suggestions on how to fundraise. Involve your co-workers, family and friends in your efforts. Challenge other teams on who can raise the most money.



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How to Raise \$200

The most important thing to remember is to ASK! Asking for donations can seem daunting but the reason most people don't give is simply because they weren't asked.

In 7 steps you can reach your target!

Step 1	Sponsor yourself	\$25
Step 2	Ask your spouse or partner to match	\$25
Step 3	Ask two relatives for \$20	\$40
Step 4	Ask five friends for \$10	\$50
Step 5	Ask four co-workers for \$10	\$40
Step 6	Ask four neighbours for \$5	\$20
Step 7	CELEBRATE!	\$200

Raise even more:

Company matching	\$200
Host an event	\$200

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Become a Fundraiser

- 1. Use your social media platforms:** Once you have registered, share the news on social media. Post that you are looking for team members, donations, or simply spread the word! Celebrate your fundraising progress with everyone you know. The more your followers see your posts, the more support you'll receive!
- 2. Customize a fundraising letter:** Use the email template in your Participant Center and customize it to tell your story as to why Sunshine is important to you and why you support Float for Dreams.
- 3. Be creative:** Think of interesting ways to get people motivated to donate. Ask your company to sponsor a casual day or promise your donors something if you hit your goal (eg. a video of you taking the plunge in the Grand River).
- 4. Create a buddy system:** Ask those who are not able to participate to help you collect donations instead.
- 5. Get support from those you support:** Throughout the year you support many businesses; hair salons, pet stores, local cafes, that appreciate your business and would be happy to return the support. Ask them to support you by donating to your fundraising efforts.
- 6. Spread the word:** There are many spots to talk about your participation in the event: in line at the grocery store, at the dentist office, picking your kids up from school or sporting events. Tell everyone you know, you never know who may want to support you!
- 7. Keep motivated:** Host team gatherings to foster team spirit. Create hats, t-shirts, costumes or props for the day of the event. Challenge each other to keep fundraising and be one another's cheerleaders.
- 8. Follow-up:** Don't be afraid to follow-up with people who have already received your email to support you. People are busy and your email may have been lost in the shuffle. Send out an update about how much you have already raised and that you still need their help. Ask them to help you reach your goal.
- 9. Thank you goes a long way:** This is an easy step that shows how much your donors mean to you. Show your donors some appreciation and they will become your biggest advocates. Stay in touch to show how they made an impact in your fundraising efforts.
- 10. Enquire about matching programs:** Some companies have employee matching programs for charitable giving. Ask your supervisor to see if your company has something like this to help support you.
- 11. Hold a fundraising event:** Events are a fun and exciting way to rally people together, and you can really be creative!



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Team Captain Planner

January

- Register your team online
- Recruit your teammates
- Spread the word about the event and encourage more people to register

February

- Have a Float for Dreams Launch Party with your team to kickstart fundraising
- Email or phone potential donors to help support your fundraising efforts
- Get your teammates to do the same

March

- Ask team members to get their friends to join the team or to register their own team
- Host a fundraiser: eg. ask your work about sponsoring a jean day on behalf of your team
- Post about your team's progress on your social media platforms and encourage more donations

April

- Encourage your team members to follow-up with potential donors that they haven't heard back from yet
- Create competition among your teammates and provide a prize for the top fundraiser
- Think of some creative ways to show your team spirit on event day - costumes, cheers, etc.

May

- Host an "information session" with your team members
- Send 'thank you' notes to your donors
- Post online about the incredible support your team has received

June

- Make sure everyone on your team knows when your check-in time is for registration, knows where they are going and has everything they need (hats, sunscreen, towel, etc.)
- Collect and submit any outstanding team donations before the deadline for the chance to win some amazing prizes
- Ask your teammates if they have any questions

Day of the Event

- Meet your team at the Participant Lounge at Brant Park
- Make sure you get your team photo taken at the photo booth at the launch site
- Take in the sun and scenery as you have boat loads of fun at the hottest team building adventure of the summer
- Share your experience on social media and encourage others to join Sunshine Float for Dreams 2019



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Step 3: Float

Float Day Schedule (Subject to Change)

Registration Check-In: 8:30 - 11am

On-water Float and Challenges: 9am - 2pm (*it takes 2-3 hours to complete the float)

Post-Event Social: 12pm-4pm

Awards

On the day of the event two awards will be given out: Team Challenge Award, presented by BDO Canada LLP, and the Spirit Award.

To win the Team Challenge Award you will need to participate in the on-water challenges throughout your float. The team with the most points wins an awesome trophy and bragging rights for 2019.

The Team Spirit Award is given to the team that displays the most team spirit by decorating their floats, wearing team outfits, fun hats and so much more! We want to hear your team spirit too. Come prepared with cheers and you will be sure to blow the rest of the teams out of the water!

Float Facts

- Sunshine Float for Dreams is The Sunshine Foundation of Canada's key signature fundraising event. The inaugural Sunshine Float for Dreams was held in 2016; over the last two years the event has seen over 600 participants raising more than \$172,000.
- Pledges raised from Float for Dreams go directly to supporting Sunshine's dream Programs: DreamLift and Individual Dreams.
- Float for Dreams is open to participants over the age of 7 years old and features exciting on-water activities and challenges that will encourage your team to work together like a well oiled machine.
- After their epic float, teams consisting of corporate sponsors, companies, friends/family and Sunshine Family Alum all come together at the Float Social to enjoy entertainment, food and drinks.
- On-water challenges are designed with our dream recipients in mind and ensure that a variety of skill level and ages can participate.

