



Team Building Strategies for Business Teams

Set Walker & Fundraising Goals For Team



- Recommended team building goal: 10 - 20% of total number of employees
- The team goal can include family and friends as well as employees
- The fundraising goal should be based on a \$100 per-walker average. Be sure to emphasize the fundraising effectiveness of writing letters and e-mails to family, friends and co-workers and encourage team members to raise \$500 and become members of the "Winner's Circle"

Recruit As Many Team Captains As Possible

- Start by helping the company identify or appoint an overall team captain to lead the team building effort
- This person will serve as the main liaison with the CSIGMC office for this program. Ideally this person will be directly affected by asthma in some way
- Encourage (and help!) this team captain to recruit assistant team captains in every department or on every floor

Recruiting Team Captains and Walkers

- Try to use a "top down approach" to teambuilding whenever possible. Draft a memo from the president or other top executive to all department heads asking them to appoint a team captain for their department or area
- Send a memo from president or other top executive to all employees telling them about the Walk and encouraging them to join the company team or to sponsor a co-worker
- Always try to "make the Walk personal" by highlighting the fact that many employees of the company are directly affected by asthma and will benefit from the company's participation in the event

Internal Team Building Meetings

- Arrange for 10 to 15 minute presentation on the Walk at a regular management staff meeting
- Try to do a special presentation about the Walk to as many employees as possible. Always have a team captain touched by asthma speak at the presentations or invite your Family Team Chair to attend
- Meet with team captains before and after the kickoff luncheon to help them develop a team building and fundraising game-plan
- Always show the Asthma Walk video and distribute ALA literature as part of any Walk-related meetings you have with employees, team captains and senior managers. Always try to sign walkers up at the conclusion of any presentation on the Walk

Effective Internal Team Building Incentives

- A team T-shirt (designed and paid for by the company) for every walker
- Incentive prizes (selected and paid for by the company) for top walkers and/or departments
 - Special recognition for top performing fundraisers
 - Offering a full or half day off for walkers that raise \$500 or more
 - Offering use of the CEO's parking space for a month to the top fundraiser
- Competitions between divisions, departments, sites or branches of the company
- Publishing a "thank you" list of all the walkers who raise \$100 or more in the company newsletter, or in a special thank memo to employees