



CAPTAINS:

Building Your Teams

- ✿ Use your company newsletter to get the word out about the Walk and how to sign up for it.
- ✿ Use your internal e-mail system
- ✿ Send out weekly or bi-weekly updates on the Walk. You will be receiving updates of the status of the event, share them with your team co-captains and key supporters so they know how plans for the walk are progressing.
- ✿ Make it Fun! Organize a post walk celebration. Make it a picnic at a park or at someone's home. Offer to wash the car for anyone who raises \$500 dollars or more.
- ✿ Incentives. Make sure everyone knows that The Lung Association will offer great gifts for individuals raising large amounts of money.
- ✿ Bring your family. Make this event and day a family affair. Involve grandparents, uncles, aunts and cousins.
- ✿ Company spirit. This is a great way to enhance your company's reputation and increase its visibility in the community. Participation sends a powerful message to the public that you and your fellow employees care about the health and welfare of neighbors and co-workers.
- ✿ Team Building promotes teamwork. *"Blowing the Whistle on Asthma"* is a great way to build team spirit and create a strong sense of camaraderie among employees and their families.