

As an ever-important St. Baldrick's Team Captain, you're a leader within the St. Baldrick's community. Thanks to you, we're one step closer to conquering childhood cancers.

Did you know that individuals on teams raise an average of \$200 more than they would flying solo? We know it's a big job to support a team of fundraisers. So we offer these pointers to help you lead your team to its fundraising goal!

Top 5 Ways to be a Terrific Team Captain

1. Recruit at least three participants. Already have a solid group? Enlist a few more!
2. Help your team connect to the St. Baldrick's mission, so they know they're fundraising towards the most promising research for childhood cancer cures.
3. Create a fundraising plan. Set weekly or monthly goals for individuals and the team.
4. Stay connected and keep motivating your teammates. Weekly emails help!
5. Create friendly competition. Reward your team and strive to be the top team at your event.

Fundraising Ideas

- Raise money as a team by planning a [Do What You Want](#) fundraiser, such as a car wash or happy hour.
- Approach local businesses to display donation jar(s), contribute a percentage of a day's sales, or host a "St. Baldrick's Night" to collect donations.
- Ask donors to give \$20 for each head that's shaved on your team. These donations will add up fast!

Succeeding as a Team

- Honor a Kid, or many kids, to show why your team will be sitting in the barber's chair.
- Utilize your team page - post a photo, customize your message, and share it to recruit others.
- Remind your team to check out the [Resource Lounge](#) - it's full of tools to help maximize fundraising.
- Create a team [Facebook](#) group and share updates or fundraising ideas.
- Show off team pride by creating a "look" using t-shirts, tutus, super hero capes, and more! St. Baldrick's logos and branding guidelines are available in the Resource Lounge.

Sample Social Media Messages

Join Me - I've started an amazing team to fundraise for childhood cancer research! How are we raising money? By shaving our heads with the St. Baldrick's Foundation! If you want to shave (or volunteer) with us, sign up to join my team: [\[link\]](#)

Donate - My St. Baldrick's team is preparing to shave our heads for kids with cancer, but we need your help to reach our fundraising goal! The money you donate will go to the most promising childhood cancer research. Donate today: [\[link\]](#)

Thank You - EXCITING NEWS! You made a huge difference for kids with cancer! Thanks to your donations, our team raised [\[amount\]](#) for childhood cancer research. [\[link\]](#)

Fundraising Email to Encourage Team Fundraising

Sample Subject: Nothing's gonna stop us now

Hey there [**Team Name**],

So far, we've raised [**\$ amount**]! Our goal is to raise [**\$ amount**] by [**event date**]. We're doing great and there's more we can do to reach and exceed our goal!

Here's what you can do to help reach our team goal:

- If you haven't yet, make a personal donation to your fundraising page. This will show others, including your potential donors, you're invested.
- Get in touch with your friends, family and co-workers by sending emails and share your link on social media. It's the easiest way to quickly fundraise.
- Follow-up with those who haven't responded to your emails. It's okay to email them more than once and most donors will appreciate the reminder!
- Send a thank you note or email to those who've donated on your behalf. Thank them on social media too. They'll love the recognition!

Remember, our fundraising efforts benefit the St. Baldrick's Foundation, the largest private funder of childhood cancer research. The money we raise helps save kids' lives and gives them their best chance at happy childhoods.

Thank you for all your hard work!

Sincerely,

[**Your name**]

Need Anything Else?

Log in to your Member's Area and take advantage of the Resource Lounge. We have some great tips and ideas for you - including sample letters, customizable posters, and fundraising tips! Be sure to read our emails, they'll be full of handy tips to use along the way!

Our team is here to help you. We are just a just a phone call or email away! Contact us at fundraising@StBaldricks.org or 888.899.BALD (2253).