

How to Recruit Team Members

Get the Word Out

- Once registered, log in to “**My Headquarters**” online to create a **Team Web Page**. Email this page to everyone you know to recruit new team members and to ask for support.
- **Tell all** your friends, family, co-workers, and neighbors about your *Walk to End Lupus Now™* team.
- **Start your email and letter writing campaign** announcing your commitment. Invite them to join you!
- Drop a *Walk to End Lupus Now™* rack card on everyone’s desk and hang a poster in the break rooms.
- **Asking someone in person** is still one of the most effective ways to recruit someone. If possible, letters and emails should always be followed up with a phone call.
- **Fun Idea:** Create team business cards to pass out when someone shows interest in the team. You never know when you might meet someone that wants to participate! Be sure to include your contact information and the team webpage.

Use Social Media

- **Post updates** to your status on Facebook and Twitter about your walk team.
- **Ask** your Facebook friends and Twitter followers to join your team or support via donation. Remind them that even \$5 would help support our cause.
- **Share** why the walk means so much to you – post snippets of your connection to lupus each day:
 - o What a day for you, living with lupus, is like OR
 - o What it is like watching your friend or family member battle the disease each day OR
 - o How thankful you are that you aren’t experiencing a flare, BUT how scary it is to not know what the next day holds

Get Company Support

- Ask the highest-ranking person in your company or group to send out an endorsement memo announcing that he/she is participating (or supports your team) and asking others to join the team. Include a matching gift form if your company participates.
- Talk with Human Resources or Wellness/Community Relations for assistance in recruiting efforts.
- If your team is not a corporate team, encourage team members to recruit their own co-workers as new team members.

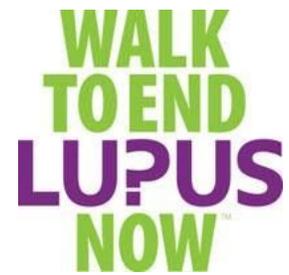
Display Posters and Registration Cards

- **Display *Walk to End Lupus Now™* posters and rack cards** in central locations and high-traffic areas at work or in your community (i.e. coffee shop or church). Write the team captain’s name and phone number on the posters for anyone with questions or is interested in joining the team or volunteering.
- Display a large poster that tracks the team’s efforts towards their team recruitment goal.
- Display a “**sign-up list**” in accessible areas to create positive peer pressure and encourage others.

Newsletters

- If your **company/community organization sends out newsletters/bulletins**, ask them to include an article. List the names of those who have agreed to participate and include your name and contact information if they have questions.
- Don’t forget to send out messages by email as well. Use your personal email account OR the “My Headquarters” Email Tool on the walk website.

How to Recruit Members Continued...



Host Sign-up Parties

- **Host a sign-up rally** during breakfast or lunch. Also consider hosting something like an ice cream social.
- **Hold a new team member registration party.** Encourage each team member to recruit one new person to bring to the party.

Ask the Lupus Foundation of America

- Schedule a time for a **Lupus Foundation of America (LFA) to give a presentation** to potential team members, Human Resources, management and/or officers at your office, classroom or meeting place.
- Request **additional supplies** of registration cards, posters, and lupus information from the LFA, North Carolina Chapter office.

Make it Personal

- Use your own **“This is Why I Walk” story** with potential team members. If other members have a particularly powerful story, ask them if you can share their story.
- **Don’t have a personal connection to lupus?** Ask one of your fellow team members if you can share their story and walk in honor of them.

Make it Fun

- **Hook ’em with fun and then connect ’em to the cause.** If people have fun, you will increase your team numbers daily.
- **Don’t underestimate** the effect of team camaraderie and building a dynamic infrastructure to the success of your team. People like to belong to something and be a part of a community. If they see that you and your team have a real bond, they will be attracted to it.

If you have any questions or need further assistance, please contact us at info@lupusnc.org or 704-716-5640 option 1.