

# Form a Corporate Walk Team

**As a Corporate Light The Night Team, you can make a difference in the lives of millions** of people who have been touched by blood cancers. The funds raised by your company will be invested in critical cancer research, patient services, and community outreach programs to help enhance, prolong, and save the lives of blood cancer patients.

Our Light The Night staff will work closely with you to recruit team members, set a fundraising goal, develop a fundraising plan and build momentum so you can celebrate your company's success at Light The Night.

## Step One: Identify one or more Team Captain(s)

- A **team captain's** goal is to recruit walkers and encourage fundraising for LLS's mission.
- Companies often recruit multiple team captains for sub-teams organized by department, floor, project, service line, etc.
- Get the word out through an internal memo from the CEO to all department heads, asking them to identify team captain candidates or to serve as captains themselves.
- Hold one or more "all-team captain meetings" to discuss team goals/actions/progress.

## Step Two: Recruit Walkers

- Set a team recruitment goal (the average company recruits **20% - 30% of its employees.**)
  - Recruit friends and family members as well!
- Send an all staff memo or email from the CEO to announce the company's participation in Light The Night.
- Publicize and promote involvement through company website and other external communications
- **Hold an internal kickoff** with Light The Night Staff to get employees excited about the campaign

## Step Three: Set Your Team's Goal and Start Raising Money

- Ask every walker to raise the **local average of \$350** through outreach to their personal network
- Send a letter to business partners requesting their support-either by creating a team or making a Donation.
- Ask team captains to organize at least one **fundraising event** such as a breakfast, happy hour, or casual day.
- Consider a corporate **sponsorship**, complete with **marketing benefits!**
- Ask if your company has a **matching gift** program.
- Create **incentives** to recognize top individual fundraisers or top fundraising sub-team/department.
- Secure at least one high level executive to lead by example and join the **Corporate Executive Challenge**
- Share results regularly to all employees to build awareness and excitement.

## Step Four: Celebrate Your Team's Success at the Walk!

- Light The Night is a fun and **family friendly event**, great for building relationships.
- Corporate teams raising \$15,000 or more will receive a **10x10 tent** with team sign.
- Corporate teams raising \$10,000 or more will receive a **table** with team sign.

**To learn more about forming a corporate team call us at 703-399-2941, or visit**

**[www.LightTheNight.org/NCA!](http://www.LightTheNight.org/NCA!)**

