



# TEAM CAPTAINS' GUIDE

## This Guide Can Help You Coach Your Team to Fundraising Success!

**Thank you for forming a fundraising team for the SoCal YFC Virtual Run-Walk for Youth!** This guide will give you tips for individual and team fundraising. Whether you're a team captain, a member of a team, or an individual fundraiser, this guide contains information that will help you succeed in your fundraising efforts.

If you can, try to visit the website links referenced in this guide. The links take you to specific information about the Run-Walk – how to register, how to talk to potential sponsors, how to enter pledges and donations online, what the individual and team fundraising incentives are, etc. This will help you answer questions from your team members or potential sponsors, and will make you aware of the fundraising incentives we've created for you!

### Recruiting Team Members

**A Run-Walk For Youth Team can be made up of 1 or 100 team members!**

The more team members you recruit, the bigger your fundraising efforts can be. Team members can include family, friends, co-workers or neighbors.

Online tools make recruiting easier. Since registration is completely online, you simply need to call or email your potential team members and tell them to register at [yfcrun.com](http://yfcrun.com). If they want more information, direct them to [socalyfc.org/socal\\_yfc\\_run\\_for\\_youth](http://socalyfc.org/socal_yfc_run_for_youth).

Tell your potential team members about the fundraising incentives. We have new incentives this year! (Details at [socalyfc.org/socal\\_yfc\\_run\\_for\\_youth#prizes](http://socalyfc.org/socal_yfc_run_for_youth#prizes).)

- Earn gift cards for various levels of fundraising, starting at the \$400 level.
- Opportunities to win additional prizes by participating in fun online competitions (to be announced weekly beginning September 27.)

Choose a team name. Pick something fun or inspiring!

**Share why you are walking/running for SoCal Youth For Christ and encourage your team members to share their stories.**

"I'm walking for SoCal Youth For Christ because I believe in their mission to create lifelong followers of Jesus Christ, and to help young people make good choices and establish a solid foundation for life."

– Phyllis Seger

### Set Goals

**Your goal should be realistic but significant.** When people work hard to reach a strong goal, they feel a real sense of pride and accomplishment when they succeed!

**Include your team members.** Having them involved in setting the amount will give them ownership in accomplishing the goal.

**Set Team and Individual Fundraising Goals.**

- Discuss ways of reaching \$400 or more by the Run-Walk weekend for your team members to earn individual fundraising prizes. (List of fundraising prizes available at [socalyfc.org/socal\\_yfc\\_run\\_for\\_youth](http://socalyfc.org/socal_yfc_run_for_youth).)
- Discuss ways of reaching a team collective goal of \$10,000 or more to earn Disneyland and California Adventure day passes.
- Delegate tasks to your team members and determine the best way to keep in touch.

### Promote your team

Talk about your fundraising on Facebook and Instagram. You can even create a team page on Facebook to keep your team members informed and involved in all your team activities and share inspirational photos and stories.

Create a team t-shirt, Facebook frame, or anything to promote your team and make it stand out.

## Take full advantage of social media

- Once you register and create your own “Run For Youth” fundraising page on the [yfcrun.com](http://yfcrun.com) site, there are instructions to show you how you can post directly from there to your Facebook feed. You can also copy the link on Facebook or Instagram, etc. This is an easy way to reach out to many people at once and ask them to sponsor you.
- Personal conversation is always the best way to get a pledge, but a regular social media announcement on your social media accounts always helps.
- You can use a special Run-Walk For Youth Frame for your Facebook profile picture. Go to [http://socalyfc.org/socal\\_yfc\\_run\\_for\\_youth#social](http://socalyfc.org/socal_yfc_run_for_youth#social) for instructions.
- You may be rewarded for posting on your social media! Some of our weekly competitions are based on your posting and using hashtag [#YFCRunWalk2020](https://twitter.com/hashtag/YFCRunWalk2020).

### **Fun Weekly Social Media Challenges = More Chances to Win Additional Prizes!**

Like and follow SoCal Youth for Christ on Facebook and/or follow on Instagram to get notified of weekly competitions and drawings, beginning September 27, 2020.

### **You can use any or all of these blurbs to post on your social media – post a different blurb every few days.**

(If your outreach is by mail or phone, you can use these to tell your potential sponsors about the ministry.)

- Since 1952, SoCal YFC has been building Youth Worker Networks, Student-led Campus Ministries, Young Leader Training Events & Specialized Ministries with a goal of reaching young people in every people-group in Southern California. [Please consider sponsoring me in the SoCal YFC Run-Walk For Youth! You can make a donation or a pledge at yfcrun.com. Click on “Donate” and enter my name to sponsor me. Thank you! #YFCRunWalk2020.](#)
- In partnership with Passion/LA, SoCal YFC has recently begun working with young people in juvenile detention settings. [Please consider...](#)

- SoCal YFC’s Teen Parents program provides encouragement, support, training, and mentoring to teen moms and dads who desire to follow God, breaking the cycle of teen pregnancy and abuse. [Please consider...](#)
- SoCal YFC empowers over 1,500 middle school & high school aged Gospel-influencers from over 500 campuses all over Southern California to give their friends a valid opportunity to become lifelong followers of Jesus Christ. [Please consider...](#)
- SoCal YFC’s Campus Life ministry combines healthy relationships with creative programs to help young people make good choices, establish a solid foundation for life, and positively impact their schools. [Please consider...](#)
- SoCal YFC sponsors or co-sponsors student leader training events designed to train young leaders to be effective representatives of Jesus Christ. [Please consider...](#)
- YFC reaches young people everywhere, working together with the local church and other likeminded partners to raise up lifelong followers of Jesus who lead by their godliness in lifestyle, devotion to the Word of God and prayer, passion for sharing the love of Christ and commitment to social involvement. [Please consider...](#)

## Ideas to Support Your Team’s Online Fundraising Efforts

- \* Personalize your fundraising page at [yfcrun.com](http://yfcrun.com).
- \* Share why you are raising money for SoCal YFC through social media and email.
- \* Add a photo of your team.
- \* Share a video talking about why you are running/walking for SoCal YFC.
- \* Call and or email friends and family to ask for donations.
- \* Watch your email, or SoCal YFC’s Facebook and Instagram for weekly Run-Walk Fundraiser Contests. Make your team members aware of them.
- \* Check in with your team members once a week to encourage and support them, and remind them of fundraising incentives.