



TEAM BUILDING GUIDE FOR TEAM CAPTAINS

- ◆ **Businesses and Corporations**
- ◆ **Clubs and Organizations**
- ◆ **Public and Private Schools**
- ◆ **Government Agencies**
- ◆ **Churches**
- ◆ **Families**

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ABOUT WATER MISSIONS INTERNATIONAL

Who is Water Missions International (WMI)?

WMI is a Christian non-profit engineering organization founded in 2001. Our mission is to provide sustainable access to safe water and an opportunity to hear the “Living Water” message in developing countries and disaster areas. These safe water solutions bring immediate and lasting benefits in health, dignity, education, productivity, and income generation to some of the world’s most marginalized and forgotten people. For more information, please visit, www.watermissions.org.

What is WMI’s role in the Walk for Water?

The Walk for Water is an initiative of Water Missions International. While volunteer committees play an extensive role in the event marketing, planning and logistics, WMI is ultimately responsible for overseeing the finances, cost controls and quality control of the national Walk for Water. Started in 2007, the Walk is being launched nationally in 2010.

ABOUT THE WALK FOR WATER

What is the Walk for Water?

Started in 2007, the WMI Walk for Water promotes awareness of the global water crisis while raising funds to provide safe water around the globe. During the 3.5 mile walk, participants carry a bucket of water to symbolize the trek that women and children make each day to collect water in developing countries, while replicating their environment with signage.

Water Missions International Walk for Water Team Captain Job Description

Position Title: Team Captain

Works With: WMI Walk for Water Committee Members in charge of Team Recruitment and Team Mentors

Position Summary: Responsible for recruiting walkers (family members, friends, employees, business associates, etc.) to represent a company, club, church or school in the Walk for Water.

Major Responsibilities:

- ◆ Review the Team Building Guide
- ◆ Select a name for your team and return the Team Commitment Form (found at the back of this document)
- ◆ Set walker and fundraising goals for your team. Team captains are encouraged to set a walker recruitment goal of between 10 and 20% of the workforce or membership of the company, club or organization that they will represent. Generally a team fundraising goal is based on the assumption that these walkers will raise \$100 on average.
- ◆ Approach the president of the company (or leader of the club, organization or church) and ask for his/her strong support.
- ◆ Try to recruit a committee of assistant team captains that includes a representative from every department or area of the organization to help you in your walk recruitment campaign. Focus your initial efforts on trying to recruit supporters who might have a personal interest in supporting a Walk for Water and mission activities.
- ◆ Watch the Walk Kickoff video with as many co-captains as possible
- ◆ Attend the Team Captain's Meeting held approx. eight (8) weeks prior to the Walk.

- ◆ Meet with your co-captains and develop a walker recruitment campaign plan. Key components of this plan might include:
 - Developing an internal publicity campaign to make sure every employee is aware of the organization's participation in the Walk
 - Recruiting organization leaders to be the first to sign up for the Walk
 - Holding a series of informational meetings for employees/members where a WMI representative speaks and helps you recruit walkers
 - Distributing fundraising walker/donor brochures to every employee/member with a memo encouraging them to join the team
 - Having the company or organization offer incentive prizes to encourage participation and fundraising for the Walk
 - Giving every walker who signs up for the Walk a special team T-shirt (paid for and designed by the company/organization) that they can wear the day of the Walk & participate in the Best T-Shirt Contest
 - Create a Team Theme, and carry it out in all you do.

- ◆ Keep track of the walkers who sign up for the Walk by collecting their registration forms/waivers (these forms are part of the walker/donor brochure) and maintaining a master list of your walkers/team mates.

- ◆ Create a Team Online, Set up your Personal Webpage for yourself and encourage your teammates to do the same. You will have the ability to add a photo, personal message, and track and thank your donors.

- ◆ Ensure all money is collected from walkers and turned into WMI on Bank Day. Pick up shirts for team mates on Bank Day (bring a list of needed sizes for eligible team members with you) and distribute to your team prior to the Walk.

- ◆ ***ENJOY THE WALK AND THANK YOU FOR HELPING US BRING SAFE WATER TO A THIRSTY WORLD!***

- ◆ ***HAVE FUN!***

WALK FOR WATER TEAM BUILDING STRATEGIES

Set Walker and Fundraising Goals for Team

- ◆ Recommended team building goal: 10-20% of total number of employees/members
- ◆ Walker recruitment goal should include family and friends as well as company employees or organization members
- ◆ Fundraising goal should be based on a \$100 per-walker average. (Be sure to emphasize the fundraising effectiveness of our online tools.)

Recruit As Many Co-Captains as Possible

- ◆ Teams should start by identifying or appointing an overall team captain to lead the team building efforts. This person will serve as the main liaison with the Walk committee organizing the event
- ◆ Team Captains should try to recruit assistant team captains to help them the walker recruitment effort. (Remember, all team captains should be walkers also!)
- ◆ As many co-captains as possible should attend the Captains Meeting, held approx. eight (8) weeks prior to the walk

Strategies for Recruiting Team Captains and Walkers

- ◆ Team Captains organizing a company-based team should try to use a “top down approach” to teambuilding whenever possible. Draft a memo from the president or other top manager to all department heads or key members asking them to appoint a team captain for their department or area.
- ◆ Hold a meeting for these team captains where you can show a WMI video, pass out Walk materials and explain how the program works
- ◆ Send a memo from the president of the company or head of the organization to all employees/members telling them about the Walk and encouraging them to join the team or sponsor a co-worker or member.
- ◆ Always try to “make the Walk personal” by highlighting the fact that lives are being saved around the world with this work. WMI can provide many personal impact stories to share.

- ◆ Stress the important work of WMI and how the money from the Walk will enable WMI to raise more awareness and provide more water to more people
- ◆ Make it fun for your team mates.

Try to Hold Team Building Meetings

- ◆ Arrange for 15 to 30 minute presentation on the Walk at a regularly scheduled meeting
- ◆ If possible, try to schedule a special presentation about the Walk and WMI to as many employees/members as possible, and invite a WMI representative to help recruit walkers
- ◆ Always have a team captain or WMI representative speak to the impact of clean water, WMI and the Walk
- ◆ Try to meet or speak with the Walk Team Mentor before or after the Team Captains' Meeting to get their advice on how to recruit walkers for your team
- ◆ Always distribute WMI literature (and Walk materials such as walker/donor brochures and posters) as part of any Walk related meetings you have with employees and team captains
- ◆ Always try to sign walkers up at the conclusion of any presentation you do for the Walk

Effective Team Building Incentives

- ◆ A team T-shirt (designed and paid for by the company /organization) for every walker
- ◆ Incentive prizes (selected and paid for by the company/organization) for top walkers and/or departments
- ◆ Competitions between divisions, departments, sites or branches of the company
- ◆ Special recognition (plaques, letters of commendation in personnel file, lunch with the principal, etc.) for top performing walkers or team captains
- ◆ Offer a full or half day off for walkers that raise \$250 or \$500 or more
- ◆ Offer use of the CEO or Principal's parking space for one week
- ◆ Publish a "thank you" list of all walkers who raise \$100 or more in the church or organization bulletin

THE TEAM CAPTAIN TIMELINE

3-6 Months Before the Walk

- ◆ Request to get the Walk for Water placed on the church/school/company calendar
- ◆ Review Team Building Guide

9-11 Weeks Before the Walk

- ◆ Schedule a meeting with the highest level manager you can reach (ideally the top manager or official of your company or organization) and ask him or her to sign up for the team and support your efforts to recruit employees/members (and their families) to participate in the Walk
- ◆ Announce your church, business or club participation in the Upcoming Walk for Water and ask potential Walkers to save-the-date (newsletters, Sunday bulletins, neighborhood letters, etc.)
- ◆ **Be a leader! Be the first person to register for your team and do all of the things that you are encouraging other to do! Set up your online page!**

7-9 Weeks Before the Walk

- ◆ Attend the Team Captains' Meeting and get your materials you need to publicize the Walk and recruit walkers for your team
- ◆ Complete the **Team Commitment/Goal Form** – located in the back of this guide, and either hand it in at the Captains' Meeting, or mail or fax it to the WMI office.
- ◆ Start to work closely with the Team Mentor(s) to build your team
- ◆ Try to recruit co-captains or organize a volunteer committee to help you build, encourage and motivate your team
- ◆ Hold a meeting for your co-captains or volunteer committee. Develop a walker recruitment game-plan that includes things like publicizing the Walk within your company or organization, distributing walk materials to all of your fellow employees/members, developing incentive prizes for top fundraisers and groups/departments and arranging for a WMI representative to give a talk to potential supporters about the organization's mission and the Walk
- ◆ **Make sure all of the co-captains you recruit join you in signing up for the Walk and create their own personal fundraising pages**

4-6 Weeks Before the Walk

- ◆ Schedule a team building kickoff event for your company or organizations employees/members and have a WMI representative join you in presenting the program
- ◆ Send a team building announcement memo with a WMI Walk for Water brochure to all employees/members
- ◆ Get permission from a senior manager or your organization's treasurer to buy team T-shirts or other Theme or uniform items
- ◆ Sponsor a team theme and T-shirt design contest amongst your employees/members
- ◆ Begin collecting walker registration forms/waivers and come up with a system for tracking this. We suggest that you turn all of these in together on Bank Day, but be sure to make a copy of each form for your own records. For walkers that register online, you do not need to have them fill out the hard-copy registration form, but you will need to keep up with who has (and has not registered)
- ◆ Begin sending team building progress reports about the Walk to everyone on your team.

2-4 Weeks Before the Walk

- ◆ Continue to collect walker registration forms for your team and keep an updated list of your walkers
- ◆ Finalize your Team Theme and dress (shirt, arm bands, flags, music, costumes, etc.)
- ◆ Continue to promote the Walk through memos, emails, and newsletter articles
- ◆ Hold a special sign up day at work (or at a meeting of your club or church) to recruit more walkers and raise awareness about the Walk
- ◆ Participate in the Team Mentor Conference Call, if you need some additional help with motivation and team building

1-2 Weeks Before the Walk

- ◆ Make a final big push to recruit as many walkers as possible
- ◆ Continue to collect walker registration forms for all your walkers
- ◆ **Attend Bank Day [or send a co-captain in your place] to turn in registration forms and waivers, turn in all collected cash and checks and pick up your official Walk for Water T-shirts for everyone that hits their \$100 goal. (Remember to come prepared with the needed sizes)**

Day of the Walk for Water

- ◆ Meet your team in a pre-designated area of the park
- ◆ Get there one hour before the Walk begins for Team Pictures
- ◆ Be a Cheerleader for your Team!
- ◆ Have Fun!
- ◆ Walk for Water!
- ◆ Celebrate a job well done!

Post-Event

- ◆ Enjoy a Post-Celebration Event at your work, church, within one month after walk to celebrate money raised, reminisce on fun and plan for your next year!!

Thank you!

WMI WALK FOR WATER Team Commitment Form

Team captains – Please complete one information form for each Team. Fax to WMI at: 843-763-6082 or turn in at the Captain's Meeting.

Team name: _____

Organization/Business/Club name: _____

Walker Recruitment Goal: (# of team members) _____

Team Goal: (based on \$100 or more per person) \$ _____

Team captain's name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email: _____

Co-Captain's name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone number: _____ Email: _____

WMI WALK FOR WATER Team Roster

Team Name: _____

Team Captain: _____

	Team Member Name	Address	T-Shirt Size	Pledge Amount
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				