



Getting Started

WE HOPE THIS TOOLKIT HELPS YOU GET STARTED on the path of recruiting, fundraising and engaging your team. Below are steps to engage your entire team and get the ball rolling toward success. We encourage you to share these steps with your teammates, too.

- REGISTER:** Form a new team or celebrate with a previous team by signing up at komen.org/coloradosnowshoe. If you didn't make a self donation when you registered, make one now!
- RECRUIT:** Recruit your family, friends, and co-workers. Let them know that registration is open, and they can join your team! Send them a link from your team page to make it easy!
- FUNDRAISE:** Set a team fundraising goal and talk with your team members about your expectations from each of them and how you're going to achieve this goal. Talk about new ways to rally together to raise critical funds during these new times.
- MONITOR AND CELEBRATE:** Keep track of your team's progress and let them know how you're moving towards your goal. Spotlight team members who are fundraising well and call out the bigger donations. Recognize them on the [Colorado Snowshoe For The Cure™ Facebook group!](#)
- ENGAGE AND EDUCATE:** Be sure your team knows where to find fundraising information and resources. Encourage them to fundraise using their online personal fundraising pages. Komen staff is always happy to help assist – cwilson@komen.org.
- CHALLENGE:** Challenge each team member to raise more than they did last year.
- E-MAIL:** Sign into your Fundraising Center to share your story, track your goals, and send emails.
- GET SOCIAL:** Tell your friends and family about the event by posting it on your page. Invite people to the event.
- STRIVE TO BE A TOP TEAM:** The top fundraising and survivor teams will be recognized at our Opening Ceremony, on our Facebook page and with a special gift.
- BUILD TEAM SPIRIT:** Create unique, “PINKSPIRATIONAL” team costumes (think tutus, capes, wigs, etc.). Make sure to post pictures on your social media accounts!