



# TEAM LEADER FAQ

YOU'VE GOT QUESTIONS.  
WE'VE GOT ANSWERS.

## STARTING A TEAM

### WHY SHOULD I CREATE A TEAM?

To put it simply, we encourage Stampede participants to create teams because it makes the event more fun! Not only do teams run and walk together on the day of the event, but they fundraise together, encourage one another and form friendships leading up to Stampede.

### HOW DO I START A TEAM?

Visit [www.scleroderma.org/stampedescleroderma](http://www.scleroderma.org/stampedescleroderma) and follow the prompts to register your team, select your team name and start fundraising.

### DOES MY TEAM HAVE TO BE A CERTAIN SIZE? MORE THAN 2 PEOPLE? LESS THAN 50?

Teams can be any size, from 2 to 200+. Last year, our largest team consisted of over 62 people.

### HOW CAN PARTICIPANTS JOIN A TEAM?

When your team members sign up for Stampede, they'll have an option to type in your team name and join your team at that time.

### WHAT IS THE BEST WAY TO INCREASE MY TEAM'S SIZE?

Reach out to everyone you know, and even those you don't. Talk to your friends, coworkers, neighbors, people at the doctor's office, etc.

### DO ALL TEAM MEMBERS NEED TO PARTICIPATE IN ONE TYPE OF ACTIVITY?

No, your team members are welcome to sign up for any activity they'd like (5k run, one-mile run, one-mile walk), or are welcome to participate virtually with their own fundraiser.

### CAN MEMBERS WHO ARE UNABLE TO BE AT THE EVENT STILL JOIN MY TEAM?

We encourage virtual participation for Stampede, so even if a team member is unable to make it to the Detroit Zoo on June 3, 2018, he or she can still join your team and participate virtually for \$25.

## DOES EVERYONE REGISTERED ON MY TEAM GET A STAMPEDE T-SHIRT?

Yes – participants who register before May 4, 2018 will be guaranteed a T-shirt size. Participants who register after May 4, 2018 will get their T-shirts on a first-come, first-served basis on the day of the event.

## IF SOMEONE ON MY TEAM IS UNABLE TO BE THERE ON THE DAY OF THE EVENT, CAN I PICK UP A T-SHIRT FOR THEM?

Participants who are unable to make it to Stampede can have a teammate pick up their T-shirt.

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## GETTING CREATIVE WITH YOUR TEAM

### CAN MY TEAM CREATE OUR OWN T-SHIRTS?

Of course! Many teams have designed matching T-shirts in years past. Although you'll be given your Stampede T-shirt on the day of the event, we still encourage you to get creative with your team and your T-shirts.

We'll be holding a new contest on social media this year for people to vote on the most creative Stampede 2018 T-shirt.

### IS THERE A PRIZE FOR THE LARGEST TEAM?

The largest team at Stampede will receive a special prize and special recognition.

### CAN WE MAKE SIGNS?

Feel free to make signs, banners and any other festive decorations to bring to the event.

### WHAT OTHER SUGGESTIONS DO YOU HAVE FOR OUR TEAM THAT WOULD MAKE IT FUN?

- Create signature T-shirts.
- Make team signs and carry them during the walk through Huntington Woods.
- Take fun team photos during the run/walk and post them on social media to create awareness about scleroderma.
- Create a themed luncheon menu for your team and ask each team member to bring one item.
- Enjoy a fun picnic after the run/walk inside the zoo.
- Create a contest and see who can raise the most funds. The person who raises the least amount of money must host an afternoon BBQ at his or her home for the team.
- Have your team wear creative, funny hats. This will make your team really stand out.
- Wear colorful gloves the day of the run/walk to raise awareness for the 95% of scleroderma patients who have Raynaud's disease and suffer from the effects of the cold (even in the summer months).
- Create signage for your team stating why you run/walk, who you run/walk for and how many years you have participated in Stampede.
- Ask each team member to personally set a goal to raise a certain amount of funds and create a social media challenge as a team.
- Decorate wagons, strollers and wheelchairs (if you are bringing them) with educational facts about scleroderma to raise awareness as you run/walk.



# FUNDRAISING\*

## WHAT HAPPENS IF A TEAM MEMBER RAISES:

- \$250? He/she will receive a \$25 Amazon gift card
- \$500? He/she will receive a \$50 Amazon gift card
- \$1,000? He/she will receive a \$75 Amazon gift card
- \$2,000? He/she will receive a \$100 Amazon gift card
- \$3,000? He/she will receive a \$150 Amazon gift card
- \$4,000? He/she will receive a \$200 Amazon gift card
- \$5,000? He/she will receive a \$250 Amazon gift card

\* All funds must be received by May 4, 2018 to qualify.

## HOW CAN MY TEAM FUNDRAISE TOGETHER?

- Have a kick-off party and determine what goal you want to have as a team. Challenge yourselves and think BIG! Remember, these funds will make a significant impact. If you are unable to meet in person, host a conference call, Skype call or webinar. There are many free, easy services to conduct this type of meeting. The chapter is always available if you need assistance.
- Once a goal has been set, encourage team members to use social media to connect with their friends, family and coworkers to let them know what they are raising funds for. Often, we underestimate the fact that someone might donate to a cause that is special to us simply because they have a relationship with us. Posting that we're interested in something helps others get involved.
- The chapter will be sending team leader emails periodically that will include creative messaging that you can forward to your team members to motivate them along their fundraising journey. These will include instructions on how to use all types of social media. The one-touch method will make it easy for team leaders, and even easier for your team members.
- Create a sense of unity among your team members: "We are a team with one cause! We want to raise funds to get closer to finding a CURE!" The messaging is clear.
- No one likes to ask for money, but we must remember that everyone does ask and we all give because we care. Help your team members understand that asking is a positive thing, not a negative thing they need to apologize for.
- Team members who work outside of the home can bring a container to their office and try to raise funds, if it's permitted.
- Ask team members to have a Jeans Day at their workplace to raise funds for Stampede Scleroderma. This can also grow your team as more people learn what the event is about.

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- Collecting cans is a fun and easy way for team members to increase fundraising revenue. Creating a simple flyer asking your neighbors to leave their cans on the driveway for collection is a quick way to raise some extra money.
  - Use birthdays, holidays and other family celebrations to raise funds.
  - Think outside the box. You have months to fundraise, but start NOW!
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## TEAM LEADER RESOURCES

### ISN'T BEING A TEAM LEADER A LOT OF WORK?

Being a team leader is what you make of it. Our team leaders have varying amounts of time and energy to donate to Stampede, and we have resources to support them all. Whether your team is comprised of three or 30 people and raises \$200 or \$20,000, SFMC's goal is to make the process easy and fun for everyone involved.

### CAN I HAVE A CO-LEADER FOR MY TEAM?

Yes, you can have a co-leader for your team.