



Team Captain Guide

Thank you so much for being a leader in the 29th Annual Spring Walk to Build! Here's some information you might find helpful as you fundraise and recruit Team Members to join you!

For support or coaching contact Katie

katie@habitat7rivers.org

207-280-1900– Calls and Texts Welcome

Key Event Info:

What you are asked to do: Fundraise | Spread the Word | Join us on Walk Day!

Walk Day: Sunday, May 15, 2022 **Check-In Starts:** 1p **Walk Begins:** 2p

Route Length: 2 Miles

Walk Start and Finish Location: First Congregational Church of Wiscasset
28 High Street
Wiscasset, ME 04578

Walk Destination: The site of Habitat's upcoming home construction project on Federal Street!

Key Date: Thursday, June 23, 2022 - All funds to be turned into Habitat offices by 5p

Submit Offline Donations to:

Habitat for Humanity/7 Rivers Maine
126 Main Street, Suite #1
Topsham, ME 04086

Make Checks Payable to: HFH/7RM

Please include the Walker name or Team name in the memo line of the check

Your Role as a Team Captain:

RECRUIT TEAM MEMBERS | Spring Walk is Habitat's largest fundraiser that fuels new home construction and Critical Repair and Modification projects and many hands make light work! Recruit Team Members to join your team for Walk Day and collect donations from their family, friends, and social networks. Send recruits to habitat7rivers.org to register or have them call 207-280-1900 or e-mail at katie@habitat7rivers.org.

ENCOURAGE YOUR TEAM | Share resources we send you or that have helped you be successful with fundraising in the past and encourage team members to fundraise, participate in the Team Challenge, and spread the word. Recognize their success and show your gratitude often!

LEAD BY EXAMPLE | You are an inspiration for your team! If you build it, they will come!

1. Share your Team Fundraising Page on social media (if applicable)
2. Visit the [Event Page](http://go.rallyup.com/sw2b) (go.rallyup.com/sw2b) and share updates with your team
3. Organize Team events and encourage your Team members to participate
4. Check out the details for the Team Challenge on the back of this page
5. Participate in the Team Challenge to earn a BIG fundraising bonus for your team!



Team Challenge:

In the spirit of 'sweat equity' and "everyone works, everyone benefits" we have introduced the TEAM CHALLENGE!

Team Members can complete tasks to earn points. Teams and walkers with the most points and funds raised by June 23rd will earn a cut of the community "pot" applied to the final Team fundraising total.

New this year are top participant bonuses! All Walkers who raise at least \$100 will have their first \$100 matched from the Team Challenge Pot! The top 3 walkers and the top 3 teams who raise the most money overall will also win a cut of the pot for their Team!

See the list of eligible tasks below and keep an eye on the [EVENT SITE](#) to see the running total of the pot as it grows through June 23rd and an up-to-date list of ways to earn points!



Team Challenge

The more points you earn, the BIGGER your bonus!

Complete these challenges to earn points towards a fundraising bonus!

■ REGISTER YOUR TEAM (25 POINTS)

■ COMPLETE A 3 HOUR VOLUNTEER SHIFT AT THE ReSTORE (150 POINTS)

■ CUSTOMIZE YOUR TEAM FUNDRAISING PAGE (50 POINTS)

■ EVERY FACEBOOK CHECK-IN AT A PARTICIPATING SW2B SPONSOR (25 POINTS)

■ SHARE A TEAM PHOTO ON YOUR TEAM FUNDRAISING PAGE (50 POINTS)

■ EVERY SOCIAL MEDIA POST WHERE YOU TAG @HABITAT7RIVERS.ORG (10 POINTS)

■ HOST A TEAM FUNDRAISING EVENT (1000 POINTS)

■ EVERY SOCIAL MEDIA POST WITH #SW2BTEAMCHALLENGE (10 POINTS)

■ EVERY \$100 YOUR TEAM RAISES (100 POINTS)

■ EVERY SPRING WALK TO BUILD UPDATE SHARED ON SOCIAL (5 POINTS)

■ EVERY FACEBOOK CHECK-IN AT THE RESTORE (50 POINTS)

■ RECRUIT A TEAM MEMBER TO YOUR WALK TEAM (100 POINTS)

■ MAKE AN ELIGIBLE DONATION TO THE ReSTORE (25 POINTS)

■ EVERY DONATION MADE FROM A UNIQUE STATE (10 POINTS)