

Volunteer position: Corporate Team chair

Hours per month: 2-5 hours per month (more during month leading up to the event)

Key responsibilities: Identifies and recruits corporate team captains to participate in Walk to Cure Psoriasis & encourage their fundraising efforts. Regularly communicate with Corporate Team captains to build enthusiasm and offer fundraising ideas. Play vital role in recruiting local business involvement. Send thank you letters or e-mails to all corporate team captains post event.

*Walk to Cure Psoriasis is the fastest growing fundraising event in the history of the National Psoriasis Foundation. Each walk is an event that is fully developed and executed by committed, enthusiastic **volunteers** who believe in the National Psoriasis Foundation's mission – to find a cure for psoriasis and psoriatic arthritis and eliminate its devastating effects. Over 90 percent of the money raised goes directly to the Foundation, with an average of only 10 percent being used for walk expenses. No other event can be conducted so efficiently. The walk is a chance to bring people together to raise awareness and to celebrate our successes.*

Responsibilities:

- Act as a role model to other Corporate Teams. Form your own team and recruit at least 10 co-workers to join your team. Start your fundraising campaign early and encourage teammates to do the same.
- Engage past Corporate Team captains.
 - Foundation will provide contacts for previously registered Corporate Team captains. Reach out to them and encourage them to register and fundraise again this year.
- Identify potential **new** Corporate Team captains by:
 - Reaching out to companies that have a strong community presence or that have been involved in other walks. Set up face-to-face appointments and explain benefits of participating in the Walk. Encourage the company to identify an internal champion to be the team captain.
 - Employers of previous year's walk volunteers
 - Employers of Support Group members
 - Employers of Foundation educational event attendees
 - Recruiting events (tables at company cafeterias, lobbies or other central locations)
 - Social Network postings (Facebook, MySpace, Twitter...)
- Stay in constant communication with recruited Corporate Team captains
 - Form relationships with team captains so they feel comfortable calling you if they need help.
 - Make sure they have a copy of the Corporate Team Guide.
 - Inquire if they need additional marketing materials and put in shipping requests to Foundation.
 - Ask them what their fundraising and recruitment goals are.
 - Share with them fundraising and recruitment tips, your story, and what is working well for you.
 - Encourage them to use the online fundraising system and to send e-mails via their Walk Center.
 - Encourage them to personalize their Web site with photos and a paragraph about how psoriasis and/or psoriatic arthritis affect them.
- Use the suggested script provided by the Foundation to call team captains. Follow up with an e-mail if you have to leave a message. By establishing the relationship with team captains you're making them feel like a valued contributor to the walk's success and it encourages them to participate on walk day if they know somebody who is going to be there.
- Send a personal note of thanks to each Corporate Team captain.
 - Encourage team captains to do the same for their team members. Share stories about the success of the walk and how much was raised, include pictures, tell them how much it means to you that they participated in the walk.