

## Volunteer position: Family Team chair

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

**Key responsibilities:** Identifies and recruits family team captains to participate in Walk to Cure Psoriasis & encourage their fundraising efforts. Regularly communicate with Family Team captains to build enthusiasm and offer fundraising ideas. Send thank you letters or e-mails to all family team captains post event.

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*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 family teams. Form your own family team and recruit at least 10 people to join your team. Encourage teammates to conduct an online fundraising campaign.
- Engage past Family Team captains.
  - Foundation will provide contacts for previously registered Family Team captains. Reach out to them and encourage them to register and fundraise again this year.
- Identify potential **new** team captains by:
  - Previous year's walk volunteers
  - Support Group members
  - Foundation educational event attendees
  - Recruiting events (tables at health fairs or other public events)
  - Social Network postings (Facebook, MySpace, Twitter...)
- Stay in constant communication with recruited Family Team captains
  - Form relationships with team captains so they feel comfortable calling you if they need help.
  - 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 Family 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.