

Volunteer position: Medical Team chair

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

Key responsibilities: Identify and recruit medical team captains to participate in Walk to Cure Psoriasis & encourage their fundraising efforts. Regularly communicate with Medical Team captains to build enthusiasm and offer fundraising ideas. Play vital role in recruiting local medical community's involvement. Send thank you letters or e-mails to all Medical 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 Medical Teams. Form your own team and recruit at least 10 people to join your team. Start your fundraising campaign early and encourage teammates to do the same.
- Contact previously registered Medical Team captains and Foundation professional members.
 - Reach out to them and encourage them to register themselves, their staff, and recruit patients to join their team and fundraise.
- Work with local pharmaceutical representatives to invite dermatologist and rheumatologists to participate and encourage friendly competition between their offices.
- Medical Team chair should also identify potential team captains by:
 - Reaching out to their own doctor and asking them to post recruitment materials in their office and encourage patients to join the walk.
 - Visit all dermatologists and rheumatologists in the area to drop off materials and add a personal touch in asking them to participate.
 - Have Support Group members contact their personal dermatologist and rheumatologists and ask them to get involved.
 - Attend recruitment events (health fairs, local/state dermatology meetings, other public events)
- Stay in constant communication with recruited Medical Team captains
 - Encourage doctors to send a letter (template provided by Foundation) to their patients encouraging them to participate.
 - Form relationships with team captains so they feel comfortable calling you if they need help.
 - Ensure they have the Walk with your Doc Team Guide that includes helpful information
 - 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 affects them. Foundation staff will help them personalize this page if desired.
- Use the suggested script provided by the Foundation to call team captains.
- Send a personal note of thanks to each Medical 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.