

# BUILDING YOUR CAMPAIGN TEAM

## Qualities of a Successful Campaign Team

- **Multigenerational:** Team members of all ages (adults too!), from different groups, and different places
- **Parent engagement:** All team members have full parental involvement and engagement
- **Quality AND Quantity:** The average amount of team members is 5-8 peer team members with each of their parents fully involved. The national recommendation is 10+ quality team members
- **Set goals:** Require all team members to set personal goals and earn their own seat at the gala
- **Weekly communication plan:** Conference calls, google hangouts, meet ups, etc.
- **Team meetings with LLS staff:** Require all team members and their parents attend a meeting where an LLS staff member will be present (at least before kickoff and one during the campaign)
- **Delegate:** Assign team members specific roles and give them clear deadlines
- **Have a team name:** Pick a name that inspires and motivates the whole team

## Questions to ask yourself when selecting a Team Member

*The answers should be YES to all the questions listed below!*

- Are they willing and comfortable asking for money?
- Do they know different people than I do?
- Can I trust them to reach out to their network?
- Have they shown a genuine interest in the campaign?
- Would I choose them to do a graded group project for school?
- Are they reliable and responsible?
- Can I trust them to complete tasks?
- Can I trust them to do so correctly and on time?

## Ways to select Team Members (ideas from past candidates)

- Hold a Team Member interest meeting with LLS Staff
- Hold short interviews with interested team members
- Ask prospective team members to tell you how they will hit their personal fundraising goal
- Candidate Parents must discuss the campaign with potential team member parents BEFORE they join your team

## Key to being a Successful Leader

- **Listen:** Be open to your team member's ideas. Assign roles based off what they like
- **Be clear:** Provide clear roles and expectations for your team members
- **Assign deadlines:** Create a timeline and assign clear deadlines for tasks

- **Communication:** Develop a weekly communication plan (phone, email, text) – weekly touch bases
- **Encourage:** Remind your team of what a great job they are doing! Keep them excited and motivated
- **Be an LLS Ambassador:** remember, your team members do not get as many meetings or as much communication from LLS staff. **It is your responsibility to communicate key tips, deadlines, and information on the campaign**

## HOW CAN MY CAMPAIGN TEAM HELP ME?

### Online, Email & Letter Fundraising

- All team members have their own fundraising website, encourage every member to qualify for the Team Member Hall of Fame
- Ask all team members to create their own contact list for them to email weekly
- Have team members send letters to their holiday lists
- Ask team members to post on Facebook, twitter, Instagram, snapchat, TikTok, etc. at least 2-3 times a week. Have them tag you and LLS (@LLSNorthernOhio)
- Assign a tech-savvy member to lead your social media campaign

### Sponsorship & Ad Purchases

- Have all team members talk to parents about their contacts and reach out to anyone connected to a company for sponsorships
- Assign a team member to keep track of sponsorship prospects and asks
- Assign a team member to contact local businesses to ask about sponsorship and donations (*only do this AFTER you have contacted everyone you know personally*)

### QUALITIES OF A SUCCESSFUL TEAM MEMBER

HARDWORKING

PASSIONATE ABOUT HELPING OTHERS

MOTIVATED

ORGANIZED & RELIABLE

HAS A DIFFERENT NETWORK THAN YOU

NOT AFRAID TO ASK

HAS ENGAGED PARENTS

The best team members aren't always your friends. Make sure you select your team members wisely, as you will rely heavily on them for the success of your campaign.