



GLOW 5K Run/Walk for the Animals **Creating a Team for your Business**



The GLOW Run/Walk for Animals is an opportunity for businesses to provide a team building opportunity for employees while supporting a great cause. If you are interested in creating a team for your business, this cheat sheet will give you some tips.

Getting Started

- Recruit a Team Captain. A team captain's goal is to recruit team members and encourage fundraising.
- Depending on how large your organization is, you can have multiple teams (for example: a team for sales, a team for manufacturing, etc.). Some companies like have internal competitors for what team can raise the most money for prizes!
- Consider having a fun team name or team theme

Recruiting Team Members

- Send emails, staff memos, or whatever resources are at your disposal to announce your company's participation in the GLOW 5K Run/Walk for Animals. And don't forget your friends and family can join your team too!
- Consider holding an internal kickoff to get staff excited about the event.

Fundraising

- Publicize and promote involvement through company website and other external communications
- Send a letter or email to business partners requesting their support
- Hold a fundraising event like a Dress Down Day
- Create incentives to recognize top fundraisers or teams
- Share results regularly to all employees to build awareness and excitement.

Event Night!

- Be sure team members bring any checks or cash donations with them to the event. Stretch, enjoy the pre-party festivities, and get ready to run/walk the night away!