



TEAM GUIDE



Thank you for supporting Camp Sweeney's Play for the Day!

Play for the Day is Camp Sweeney's summer kick-off event. It's a great time for fellowship with campers and staff and the community. And it's also a great way to raise awareness and funds for children and youth with T1D. So thank you for helping to make a difference.

What does it mean to be a team captain?

The role of team captain is crucial to the success of Play for the Day. As team captain, you will recruit team members, coach and motivate them, while driving your personal fundraising efforts. When teams hit their fundraising goals, Camp Sweeney is able to help more kids with T1D. Being a team captain is F-U-N, easy and significant! Use this guide to help make your team successful.



STEP 1: YOUR TEAM PLAN

Create your team at www.CampSweeney.org/5k

Set your goal - how much do you want to raise? Be sure to check out the prize list. Write a personal fundraising message on your pledge page. Make it personal. Start with your goal amount.

"My goal is \$250. My name is _____. I am ____ years-old and I have had T1D for ____ years. I go to Camp Sweeney where I can be with other kids like me. What I like best about Camp Sweeney is _____."

You can also include how T1D affects you and your family and anything to tell your story.

Not diabetic? Or not a camper? You can still have a personal message about why you are creating a team for Camp Sweeney's Play for the Day.

Include pictures. You can upload a picture for your page and a different picture for yourself and each of your teammates. If you have trouble, email the pictures to billieh@campsweeney.org to add to your pledge page.

STEP 2: SHARE YOUR STORY

BUILD YOUR TEAM & ASK FOR PLEDGES

Create your contact list - the bigger the list, the better! Know your Pledge Page link - it's in the url address bar at the top of your browser. Send emails and texts with your Pledge Page link. Ask them to join your team, or make a pledge, or both! Share your story:

"Hi _____. My name is _____ and I have type 1 diabetes. Diabetes affects my life (how) _____. I go to Camp Sweeney. This is what I like about it _____. Camp helps me by _____. You can help me and other kids like me by joining my team or making a pledge. It's easy to do. Just go to [Pledge Page link]. Thank you so much for helping me go to Camp Sweeney! Your name."

- Make a self-donation to jumpstart your fundraising and sent an example for your donors.
- Post your story and Pledge Page link on social media: Facebook, Twitter, Instagram. The more people you can contact the better your odds of reaching your goal.
- Contact ideas: Friends, Family, Classmates, Sports teammates, roommates, neighbors, teachers/coaches, doctor/dentist, co-workers/parent co-workers
- Create a team t-shirt you can wear on Event Day.

STEP 3: REMINDERS & UPDATES

- Keep your team informed. Send texts, emails and let them know how close to the goal your team is.
- Every week send an update.
- May 10th: Send your team updates of the date, time, and location of the event. *After May 10th, don't worry! Send it anyway.*
- CELEBRATE: Let your team members know when you've won a prize.
- Send a reminder to your contact list about pledges. It's okay to ask again; people get busy and forget. You could say, *"Hey the Camp Sweeney Play for the Day is coming up, and I wondered if you thought about donating to my team. I need \$____ to meet my goal. Would you be able to help? Here is the link ____."*
- Virtual event? Text your teammates. Make a plan to watch together even while apart.

STEP 4: RACE DAY / FOLLOW-UP

- Meet and greet your team and the Sweeney Staff.
- Virtual event? Text your teammates! Or post on social media. Keep them involved.
- Be sure to say THANK YOU! A personal thank you goes a long way to letting people know that you appreciate them being part of your team or making a donation. In addition to being the right thing to do, they will remember your thanking them now when you ask again next year.

10 DAYS AND 10 WAYS TO \$1,000

People want to support you – they just need to be ASKED!

DAY	PLAN	\$ RAISED
Day 1	Show your commitment! Make your own donation of \$50, \$100 or more. Customize your Pledge Page with your personal story and your goal.	
Day 2	ASK five family members for \$25 each.	
Day 3	ASK three local business to donate \$25. Your dry cleaner, coffee shop, grocery store. Just bought a car/home? Ask those professionals, too; they often give, you just need to ASK!	
Day 4	ASK five co-workers or classmates to sponsor you for \$20 each.	
Day 5	Request a company contribution of \$100 from your boss.	
Day 6	ASK five people you know from your extracurricular sports team, child's school, or place of worship to donate \$20 each.	
Day 7	ASK five friends to donate \$25 each. Send an email or text with your Pledge Page link.	
Day 8	Turn it around! ASK someone whose cause you have supported for \$25 or more.	
Day 9	ASK your company or your parent's company to match your self-donation.	
Day 10	ASK on social media – you may raise more than you think! Spread your story and let everyone know why you are supporting Camp Sweeney.	

Find out about this year's prizes on the FAQ page at
CampSweeney.org/5k