



## ZOE Rescue Walk Team Captain Guide

Thank you for signing up as a Team Captain for ZOE's Rescue Walk to End Child Trafficking! Our dedicated Team Captains like you help lead the recruitment and fundraising efforts of the ZOE Rescue Walk. Your actions also bring awareness to the problem of child trafficking and help ZOE International's teams worldwide respond to the most critical needs of children who are at risk of or who have been trafficked. This guide details steps you can take to lead your team to success.

### 1. BUILD YOUR TEAM

Recruit your family, friends, and colleagues from work and church! Your team can be made up of family members and friends all across the country! Team Captains are encouraged to have a team of 3-10 registered participants, although we welcome teams of all sizes.

Email your network to explain why you're raising awareness and funds to end child trafficking by supporting ZOE International and ask them to join you—be sure to include the link to your team page where they can register directly. Encourage each team member to set a goal of at least \$100 and share ZOE Rescue Walk Fundraising Guide with your team.

### 2. SET A TEAM GOAL!

As you build your team, work together to develop a fundraising and walking goal for May.

We ask that each ZOE Rescue Walk participant set an individual goal of at least \$100 to become a Pacesetter. Pacesetters receive special incentives such as a commemorative ZOE Rescue Walk t-shirt. PRO TIP: Determine how many team members you will have and multiply by \$100 (or more!) to determine your team goal.

### 3. CUSTOMIZE YOUR TEAM PAGE:

Now that you've set a goal update your goal in the ZOE Rescue Walk App Fundraising Center. Develop a creative team name, add a team photo or company logo and customize the story about why you're walking. When potential team members or donors visit your page, these personal touches go a long way. Fundraisers who customize their page raise almost 4x as much as those who don't - \$1,000 vs. \$250!

### 4. MOTIVATE

The ZOE Rescue Walk App comes with a fantastic online community. Each day we encourage you to post and share your progress in the online community to encourage and inspire your team members and others. Additionally, ZOE will be sharing daily inspirational stories and videos in May to encourage your heart as we fight to bring awareness to child trafficking.



We encourage all participants to capture the memories with your team members when walking and create short videos that you can post online of why you're supporting the cause. Attach the fun ZOE Rescue Walk filters and stickers to your photos and share. Don't forget to wear your commemorative ZOE Rescue Walk to End Child Trafficking t-shirt!

## 5. FUNDRAISE

Top teams and individuals go above and beyond to provide hope, inspire action, and help ZOE International's teams worldwide respond to the most critical needs of children at risk of or who have been trafficked. These teams and individuals become members of our Top Fundraising Club. It's an excellent opportunity for your team to celebrate your success together, and you also receive additional recognition among the ZOE Rescue Walk community!

- Make the first donation yourself.
- Use the template in the app to send SMS, email, or WhatsApp messages OR post to Facebook, LinkedIn, Snapchat, or Twitter to ask for support from friends, family, and coworkers.
- Keep track of all the donations made to your page, send thank you messages to donors, or enter a donation on the go!
- Aim to ask one person a day. Make it a routine, and it will get easier.
- Ask your colleagues at work to join the cause.
- Secure matching gifts from your workplace.
- Organize walk meet-up times with your friends throughout May.

## 6. USE SOCIAL MEDIA

Social media is a great way to promote and bring awareness about your participation in the ZOE Rescue Walk. The ZOE Rescue Walk App includes templated, pre-programmed messages that you can easily schedule and share with your friends and family.

### ZOE Rescue Walk Resources:

- How to use the ZOE Rescue Walk App
- Creative Team Name Ideas

### Have questions?

Contact: Karen Miyamoto  
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