Purpose of this document

This plan is provided to help ensure your long-term success in building and supporting your fundraising team. Following these recommended steps will result in an effective and sustainable fundraising model for your organization. Activity durations are provided to estimate the level of effort needed to complete each item. For additional team building tools, please contact your Reason2Race at support@reason2race.com.

Part 1: Building your team (start up)

No.	Activity Description	Approximate Duration
1.	Schedule/prepare for an information or "kickoff" meeting with key organization leaders to inform them about your team opportunity and focus event(s). R2R is available to attend this meeting via phone.	1 – 1.5 hours
2.	Review/revise R2R team communication templates as needed. • Team Invite Email • Website content • Sample newsletter text	3 – 5 hours
3.	Update your website to include your fundraising team opportunity. R2R is available to review as needed	2 – 3 hours
4.	Make a list of people who may like to do a fundraising event in the next 6 months (add to this list over time).	30 mins – 1 hour
5.	Extend invitations to potential team members. • 4 months before event – Send invite • 3.5 months before event – Include newsletter insert • 3 months before event – Send team update • 2.5 months before event – Include newsletter insert	3 – 5 hours
6.	Support first fundraisers to join the team (setting up campaigns)	10 mins – 1 hour

Total Approximate Duration: **9:40 – 16.5 hours**

Part 2: Supporting your team (weekly)

No.	Activity Description	Approximate Duration
1.	Support potential team members to find or create an event to do.	30 mins – 2 hours
2.	Support potential team members in joining the team (setting up fundraising campaigns).	30 mins – 2 hours
3.	Send team members standard follow up communications.	30 mins – 2 hours
4.	Use Social Media posts to promote team opportunity: 1 or 2 times weekly • Announce team opportunity • Welcome new team members • Congratulation team members on results to date	30 mins – 2 hours
5.	Conduct meeting with your organization leadership/support team to strategize on building and supporting your team.	1 hour (bi-weekly)

Total Approximate Duration: **2 – 8 hours**