



Hope & Heroes

Columbia University Medical Center

Team Recruitment Ideas:

- ➔ Post in your **company or community newsletters** about joining your team!
- ➔ **Hang the Hope & Heroes Walk poster in your office or community bulletin boards:** Ask the Walk Team for a custom poster with your team's URL. These can be put in your co-workers' mailboxes.
- ➔ Add your **Hope & Heroes Walk page URL to your email signature.**
- ➔ **Create a "Lunch & Learn" or Happy Hour Event** to educate your colleagues/friends/community on the Walk and joining your team!
- ➔ **Post To Social Media!** Check out our resource "Walk Social Media Tips" for more ideas on how to maximize your social media efforts.

Team Engagement Ideas:

- ➔ **Encourage your team members** to update their personal pages with their connection and a photo, send an email, and post to social media.
- ➔ **Set up incentives** with your team to motivate them to increase their fundraising efforts.
 - Example:** raffle for an iTunes gift card and earn entries for:
 - Raising your goal to \$500 or more
 - Updating your page with story and photo
 - Sending emails to at least 5 people
 - Making a self-donation
 - Raising a certain amount (i.e. every \$25 raised=1 entry)
 - Posting to social media (create a hashtag to easily track)
- ➔ Encourage your team to **share Hope & Heroes updates from the coaching emails** with their own networks.
- ➔ Send team updates every 2 weeks and **highlight team member successes.**