



25 tips for recruiting walkers

How do you recruit walkers to your team? Simple – read every precious word we’ve written below and pick two or three ideas that fit your personality. Then do it – turn on your recruitment charm and watch the registrations pour in.

1 direct is best.

Send an email to each person you want to ask to join your team. Include a link to your team page, and tell them that the moment they register you’ll know and respond by running down the hall screaming their name with joy – something like that.

2 interesting incentives.

Everybody likes a gift. Consider creating or purchasing a small-but-meaningful gift to offer as an incentive for joining the team. For example, we know captains who have offered \$5 Tim’s/ Starbucks cards, invitations to dinner, and “Samosa Survival Packs” to people who join their team, or at least just give. Make it personal – they’ll find you hard to resist.

3 use the walk video.

We’ve crafted some WALK promo videos – they’re short, informative, real, and not too unbearably heavy.



So use them! Download them or stream them to your phone/ computer/iPad, and have a pair of earphones on hand. Ask them to watch a 2-minute video

about this February winter-walk event you’re doing. They’ll be all teary afterwards – ready to say yes.

4 recruit it forward.

Once you’ve successfully recruited a walker, make sure you ask them for help. You’ve recruited them, now you need them to recruit someone else. Makes sense, right? If they said yes, chances are they’ll know at least one other person who will also join you.

5 puppy dog eyes.

How would you respond to someone who had the courage to look you in the eyes and ask you to join his or her team? You may not say yes, but you'd certainly think twice about it. So try it. Put on your best puppy dog eyes and ask. Just make sure you do it privately (don't call them out in a crowd) and don't beat around the bush: get to it, and don't make it a speech.



6 3 questions.

When staring down a potential walker, ask them three important questions: 1. Can you walk? (Good) 2. Do you have a beating heart? (Good) 3. Do you look good wearing a toque? (Perfect) Use these three questions to break the ice, then congratulate them for passing the pre-qualification test. You might confuse them, but hey, they might just sign up quickly to avoid prolonging the conversation.

7 facebook fun.



Post your desire to build a team on Facebook (or Twitter or whatever) either as a status, or create an event called "My Awesome Team" (example only) and invite friends to join. When you explain what people are getting into, they can relax and make a decision.

8 walk math.

Sometimes people are reluctant to join because they don't appreciate how the fundraising math works and how simple it is to use the online system. Get ahead of that by reminding them the average gift is \$50 and that the average adult raises \$220 or so.

9 candy is dandy.

Bring a bowl to work and fill it with candy. If they want some of your yummy candy, they need to eat up your sweet story about the walk, right? Just make sure you don't gain 10 pounds eating the candy before WALK day. (See the donut tip below for more ideas.)

10 make a scene, drama queen.

So, you're at youth group, or small group, or the squash courts - anywhere there's a crowd of people you know (generally). And at some point in the evening, you start talking to someone about the WALK and the cause and over a matter of minutes your voice just keeps rising and rising until the only thing people hear is you. At that point, your friend will join your team just to make you shut up.



11 donuts in the staff room.

Buy a dozen donuts and leave them out in the staff room (for free!) to anyone to enjoy. One condition - they have to drop by your office/cubicle and pick one of the following activities, which will of course give you an opportunity to talk to them and invite them to join your team:

- * Watch the 2-minute WALK video with you
- * Answer skill-testing questions about toques
- * Make a \$5 donation to your WALK
- * Play X's and O's - if they lose, they join your team or sponsor you for \$25
- * Guess how many cities are walking this year in the Coldest Night of the Year



12 outsource.

You know that you can have team members walking “with” you in *different cities*, right? Ask your friends in any location hosting a WALK to join your team – you walk in your town, they walk in theirs, and your money all goes to the same place.

13 tease with a toque.

Everyone who pays the registration fee or raises the minimum fundraising level qualifies for our famous Coldest Night toques. Play that up – show them the picture online and say something cheesy like, “Wow – toques really become you!” Boom!



14
hand 'em
a laptop.

Nothing says “are you in?” like having the registration page open and ready to be completed. Slide that Macbook, Dell, iPad, or Android thing into their hands, and walk them through the registration process right then and there. (Great for procrastinators.)

15 walk + whine.

Invite friends to meet you for dinner downtown. Offer to pick them up, then make a point of parking a long way from the chosen restaurant. By the time they’re done their 20-minute trek, they’ll be puffing and complaining so much you’ll have an excellent opportunity to talk over dinner about the challenges faced by people experiencing homelessness, and why joining your team would help them assuage their latent guilt. It’s shameless, but effective. Plus, you can walk off that heavy meal afterward.

16 get your face in their space.

Sometimes an in-your-face recruitment approach can work well. Maybe you have a buddy who doesn’t do much ever. “Man up, Lazy Butt,” you say, staring fiercely at them. “Get off the couch, log out of Facebook, put down the Cheetos, and help us accomplish something remarkable.” They’ll either throw their day-old pizza at you or hug you gratefully. Either way, you’ve enjoyed speaking the truth in love. Also, you could steal their Cheetos.

17 we are family.

Studies* show that the easiest people to guilt into doing something are your own flesh-and-blood. Ask your parents, siblings, kids, second cousins – let them know that Thanksgiving dinner will be awkward (well, more awkward) forevermore if they say no. If they won’t walk, ask them to donate – it’s what Grandma would have wanted.

* Official poll of WALK HQ staff



18 kid-friendly.

If you're in possession of a kid or two, why not captain a team of parents and kids?

Invite your kids' playgroup or Sunday School class - no one fundraises more effectively than a wide-eyed six-year-old.

19 recruit a rainmaker.

Go to the most popular person in your circle at work, school, or church, and pitch them hard on joining your team. These are the *rainmakers* - they make things happen, and other people follow them. Appeal to their general sense of awesomeness and explain that their primary job is helping you recruit the biggest, most successful team in the event.

20 tell your story.

How are you *personally* linked to this cause? Are you involved with your local homeless charity, has your family been on the edge, or are you a long-time donor to charities that deal with poverty? Use your story to tell prospective teammates why it's so important to you that they help your team raise tons of money for your local ministry.

21 make it visible.

We've had team captains do some crazy stuff to bring awareness to the WALK - letting their beards grow, exclusively wearing shorts, not being seen in public without a WALK toque on their heads until WALK Day. Be creative - and when your friends, coworkers or strangers ask you why you're being so weird, recruit them to join your merry band of weirdos doing great things for real people.

22 gather your groups.

Are you part of an Oprah book club, or a swimming class, or a crossbow enthusiasts group? Motivate your fellow members by launching a competition with other groups like you in town. It's fun watching Neville's Knitting Club duke it out against The Crazy Quilters on the scoreboards.

23 johnny on the spot.

A captive audience is hard to find nowadays, except for those fleeting moments when your work or school mates are relaxing in the bathroom. Tape up a creative, fun announcement on the inside door of your bathroom stalls and enjoy the cheeky responses you get.

24 buddy up.

Try to recruit one team member who will work with you as co-captain. Then tag-team your efforts by working together to recruit friends or colleagues. For one thing, your co-captain has their own networks to draw from doubling your recruitment potential. For another, having a co-captain increases the fun and accountability.



25 stencil power.

The WALK has some funky stencils of snowflakes and stuff in TOOLS. So here's the plan: using water-soluble spray paint/christmas fake snow/etc., carefully (and with permission where required) begin to covertly stencil these key images on key locations in your work or school space.

So many people will wonder what on earth is going on that the sheer volume of discussion will lead to some inevitable opportunities for you invite people to join.

It's subtle, fun, and effective.