

## Your guide to leading a successful SuperWalk team

Team Captains are essential to our success. We're looking forward to greeting you as part of the Parkinson Community on walk weekend, and have a few helpful tips to ensure there's a lot to celebrate when it comes. Whether leading a team of 20 or a group of two, you are a part of a movement. You are changing the future of Parkinson's in Canada.

### Steps to Success

1. Lead by example. *Team members will match your enthusiasm for making a difference. Further, they'll match your support. Start by making a personal pledge and encourage members to follow suit as active fundraisers.*
2. Recruit members. *It all starts by asking. Reach out to friends, family and colleagues to join you in. Email is a great tool to spread the word.*
3. Update your team page. *We all have a reason to walk, and a connection to Parkinson's that has great personal meaning. Updating your team page with the reasons why you participate will be compelling to donors and future members.*
4. Set a team goal. *Develop a clear fundraising target and communicate it to members and donors alike. Make sure that your team members know what they're working towards and why it is important.*
5. Make a meaningful team walk experience. *Work with Parkinson Canada to make walk weekend a great experience for everyone involved. Plan how you will unite your team on walk weekend, and how you'll celebrate your impact.*

### Team Contests

In recognition of the impact teams across Canada have on Parkinson Canada's ability support, advocacy and research goals, we're offering one team a chance to get up close and personal with a funded researcher. All teams who have all members 18+ actively fundraising will be entered in a draw for a private audience.

### Support for Captains

We're here for you. Whether it is with specific questions around fundraising, walk weekend experience, or how best to recruit, support and motivate your team, we're here! Call 800-565-3000 or email [superwalk@parkinson.ca](mailto:superwalk@parkinson.ca).