

PURPLE WALK TEAM CAPTAIN CHECKLIST - 1



A simple guide to help you lead your team with confidence!

Remember, you don't need to do everything, and especially not all at once. Use this checklist as a guide to stay on track and build momentum over time!

GETTING STARTED

- Register for the **Purple Walk**
- Create your team and choose a name
Personalize your team page (add a short message or why you're walking)
- Set an ambitious team fundraising goal
- Write down a list of 5 - 10 people you'd like to invite
- BONUS: Make a donation to your own page to motivate others!

BUILDING YOUR TEAM

- Invite at least 5 people to join your team
Send personal invitations (text, email, WhatsApp, talk in-person, etc.)
- Share why participating in the Purple Walk matters to you
- Send your team page link when inviting people
- Welcome each new team member when they join

GETTING FUNDRAISING STARTED

- Send your first fundraising message
- Share your page with friends and family
- Post on social media to let people know you're participating
- Thank your donors individually

SUPPORTING YOUR TEAM

- Check in with your team once a week
- Encourage team members who haven't started fundraising yet, and celebrate those who have.
- Share simple fundraising tips (e.g., "ask 5 people" or "send a follow-up")
- Remind your team of your shared goal
- Offer help if someone feels stuck

KEEPING MOMENTUM GOING

- Share a progress update and celebrate milestones achieved (first donation, halfway, goal reached)
- Invite 1 - 2 more people and keep your team growing
- Make a plan with your team as to how you will show your Purple Pride on the day - order team t-shirts, create signs or a banner, plan team costumes, etc.

DISCOVER CHECKLIST PART TWO FOR ACTIONS LEADING TO THE EVENT, PURPLE WALK DAY AND AFTER THE WALK.