



Team Leader Toolkit



**Your Guide to being a
*Team Leader Superstar!***

Why walk or run with a team?

Participating in the Mother's Day Classic as a team is one of the best ways to enjoy the day! As a team, whether it's your family, friends, school, coworkers, or even gym buddies, you'll feel the sense of community, togetherness and support as you walk or run for a shared purpose.

Who can I walk with?

We have teams of all sizes, with participants from all walks of life! You may choose to create a team and walk or run with your:

- Family and Friends
- Workplace
- Community Group
- School

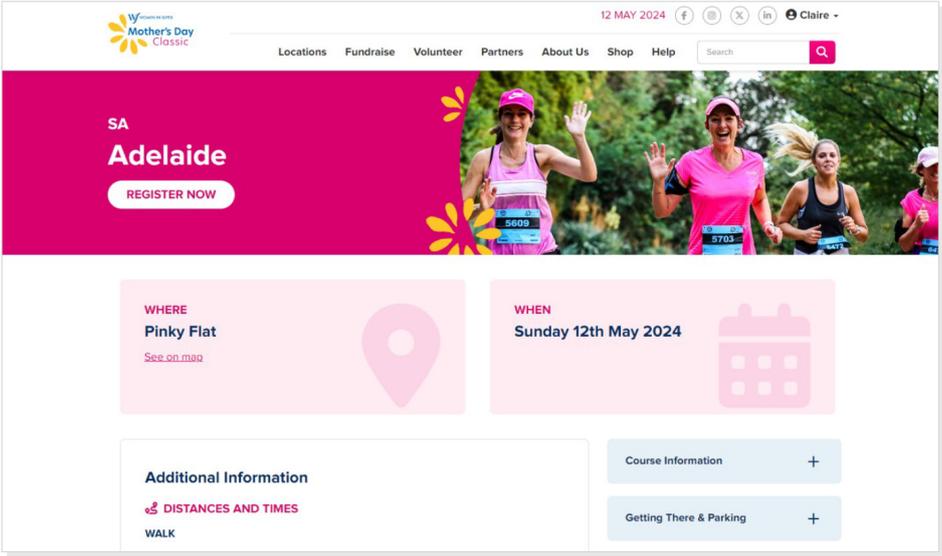
How to Create your Team

You can create your team when you register yourself to walk or run.

1

Choose your Event Location and click the Register Now button.

Note: you can choose to register and pay for yourself OR register and pay for your whole team in this step.



The screenshot displays the website interface for the Mother's Day Classic. At the top, there is a navigation bar with the event logo, the date '12 MAY 2024', and social media icons. Below the navigation bar, a prominent pink banner features the text 'SA Adelaide' and a 'REGISTER NOW' button. To the right of the banner is a photograph of several women running. Below the banner, there are two main sections: 'WHERE' with the location 'Pinky Flat' and a 'See on map' link, and 'WHEN' with the date 'Sunday 12th May 2024'. At the bottom, there is an 'Additional Information' section with a 'DISTANCES AND TIMES' link, and two expandable sections for 'Course Information' and 'Getting There & Parking'.

2 Create your team during the registration process. Here you'll be able to Create your Team Name and Fundraising Target

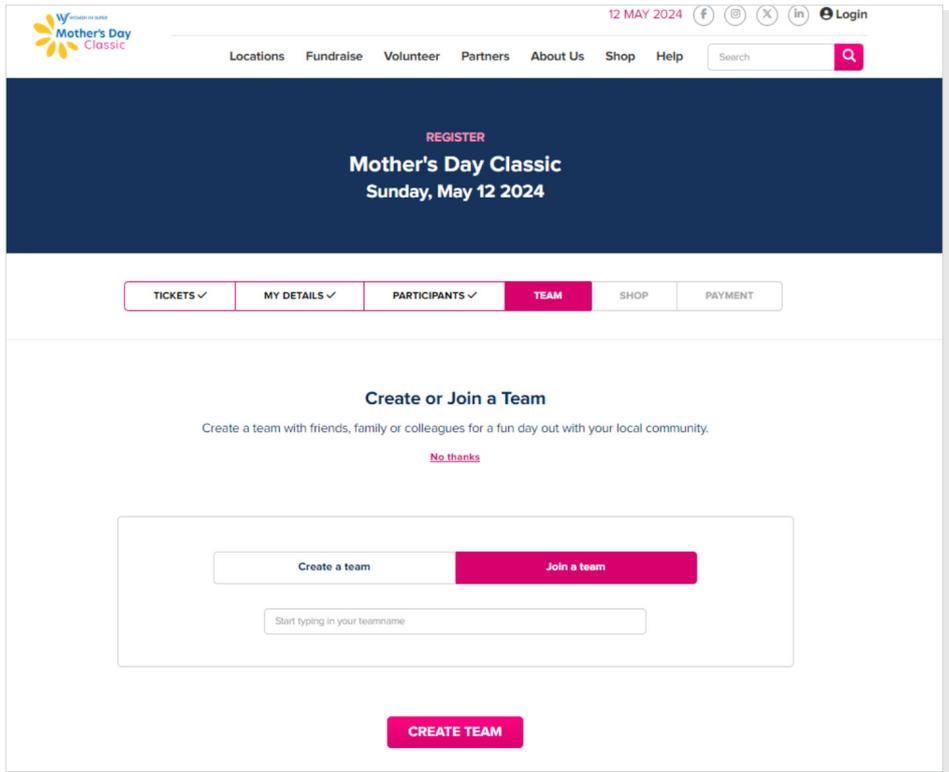
The screenshot shows the 'Create or Join a Team' page. At the top, there is a navigation bar with the date '12 MAY 2024' and social media icons. Below the navigation bar, there are tabs for 'TICKETS', 'MY DETAILS', 'PARTICIPANTS', 'TEAM' (which is highlighted), 'SHOP', and 'PAYMENT'. The main heading is 'Create or Join a Team' with the subtext 'Create a team with friends, family or colleagues for a fun day out with your local community.' There is a link for 'No thanks'. Below this, there are two buttons: 'Create a team' and 'Join a team'. The form includes a 'Team Name' input field, a 'Team Type' dropdown menu with the option '- choose option -', and a 'Fundraising Target' input field with a dollar sign icon and the value '800'.

3 Invite your friends to join! If you'd like a friend to join your team and you *haven't* registered and paid for them, you can invite your friends to join through your [Dashboard](#).

The screenshot shows the 'Invite a Friend' page. At the top, there are navigation buttons for 'MY PAGE', 'MY TEAM', 'MY TICKETS', 'MY ACCOUNT', and 'MY MESSAGES'. Below these, there is a secondary navigation bar with links for 'Dashboard', 'Invite a Friend' (which is highlighted), 'Resources', 'Edit My Page', 'Get Support', 'My Donations', and 'Competitions'. The main heading is 'Invite a friend to join and go into the draw to win a \$1000 beauty pack each from Estée Lauder Companies.' Below this, there is a form titled 'Friend's Details' with input fields for 'Friend's First Name', 'Friend's Last Name', and 'Friend's Email Address'. A 'SEND INVITE' button is located at the bottom of the form.

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Get others to join your team! Your friends can also join your team if they choose to register and pay for themselves. During the registration process, they will be able to search for your team by name.



Next Steps

Personalise Your Fundraising Page

Elevate your fundraising journey by adding a personal touch. Upload a captivating photo, craft a compelling team bio, and elevate your page with a fun or meaningful Team Name that reflects your shared passion.



Connect with your Team

Promote streamline communication with your team members. Initiate a Group Chat for seamless coordination and consider forming a fitness-focused community on platforms like Strava to track progress and inspire each other towards success.



Train Together

Embrace the power of teamwork as you prepare for the big day. Whether it's walking, running, or engaging in group fitness activities, come together to ignite the team spirit and build momentum leading up to Mother's Day.



Ask for Donations with Confidence

Rally support from your network by reaching out with heartfelt requests for contributions. Emphasise the impact of their donations, reminding them of the tax-deductible benefits for donations over \$2.

Fundraise with Impact

Amplify your reach and maximise your fundraising potential through strategic outreach. Share your participation on social media, send personalised emails to colleagues, and make the most of your close network of family and friends. An Instagram account dedicated to your team's journey can attract support from a broader community.

Host Engaging Fundraising Events

Infuse excitement into your fundraising efforts by organising engaging events in your community. Whether it's a lively trivia night, a captivating movie marathon, or an enticing silent auction, encourage attendance with the promise of unforgettable experiences while encouraging donations.



Prepare for Event Day in Style

Gear up for the festivities by coordinating eye-catching pink outfits that embody team unity and spirit. From vibrant tutus to custom-designed T-Shirts with your Team Name, unleash your creativity and showcase your collective enthusiasm as you stand together on Event Day.