

# KEY STEPS TO CREATE A SUCCESSFUL CORPORATE TEAM

Canada's top companies are stepping up to fight breast and gynecologic cancers by walking with us in The Pharmaprix<sup>MD</sup> Weekend to End Women's Cancers™ benefiting the Segal Cancer Centre at the Jewish General Hospital. Form your Corporate Team today and keep bringing awareness and action to a disease that affects far too many of our mothers, daughters and sisters every year.

Wondering how your team can get involved and benefit from this life-changing experience? Here are your next steps:

## 1. Plan a Meeting

- Call our Orientations and Corporate Teams Coordinator to discuss possible dates/times to host an information session. This session can be before or after business hours or over lunch, we'll come to you!

## 2. Register Team & Team Captain/Co-Captain

- Identify a candidate to be the Team Captain/Co-Captain and come up with a team name.
- Discuss any corporate incentives to help with team recruitment (i.e. paying staff registration fees, contributing funds towards individual goals, etc.).

## 3. Promote Internally

- Send information about the upcoming information session to all employees, post flyers throughout the office and collect RSVP's.

## 4. Hold an Information Session

- The information session will give everyone the opportunity to learn everything about the event and have all their questions answered.

## 5. Activate Team

- Get everyone registered for the event at the information session or collect registration forms to send into the office afterwards.

## 6. Fundraise & Train

- Get everyone to start their own individual fundraising and then come together as a team to figure out if team fundraising efforts are needed. Assign a team member to lead any specific fundraising initiatives (perhaps the Co-Captain). We've got a ton of great ideas that will work for you!
- If needed, we can come back to host a fundraising session to discuss individual fundraising tools and to come up with some great team fundraising ideas.

## 7. The Weekend

- Get everyone prepared for the event and coordinate a meeting place, team T-shirts, etc.

## 8. Celebrate Success

- Host an event wrap-up meeting to share photos and personal experiences.