



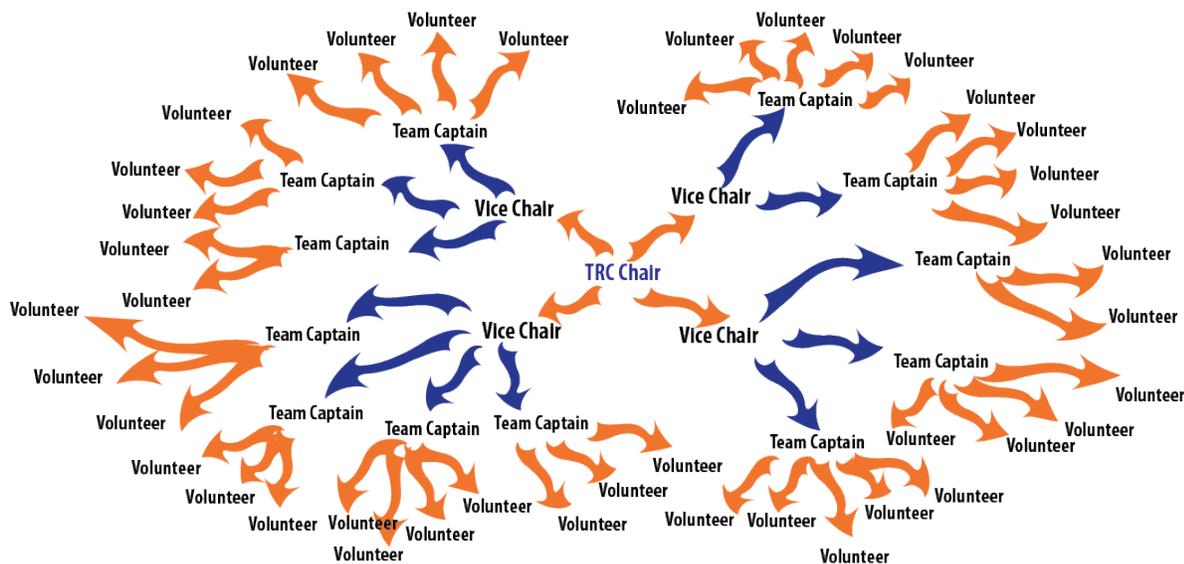
# **Team Captain Tool Kit**

## What is a TRC?

A TRC is a Total Resource Campaign. The TRC can help you market the Chamber's annual sponsorships while also recruiting new members by using new and existing volunteers. The campaign happens in six to 10 weeks.

## What does the volunteer structure of the campaign look like?

The Chair will lead the overall campaign, with the assistance of Vice Chairs & Team Captains, who will then lead the volunteers on their teams. Please see the graphic below for an illustration of the process. Each campaign may have slight differences in structure.



## Why have I been asked to participate?

You have been recruited for a variety of reasons. You have demonstrated leadership ability. You also have the respect of the business community. These factors mean you have contacts in the community who will be interested in the opportunities that the TRC has to offer.

## How much time will I need to commit as a Team Captain?

We respect your time and appreciate your willingness to serve the Chamber and your community. Your attendance at the Volunteer Training, Kickoff event, and Victory Party are critical. Some Team Captains spend as little as 10-15 hours over a two-month period. Some spend more. It will depend upon your own motivation level and your own team.

## How many team members will I need on my team?

Most TRC teams include four to eight people.

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## **What are my responsibilities as a Team Captain?**

Team Captains are important in many ways. Primarily, you motivate the volunteers on your team to reach their personal goals and to accomplish as much as possible individually and as a team for the Chamber. You also work to keep the Chamber staff updated on the status of your team's progress. In summary, you will:

- Recruit your team members from your company or other Chamber member businesses.
- Work with team members to set individual goals.
- Prospect for and sell sponsorships and new memberships.
- Accept achievement awards for your team's progress.
- Work with your team to set a team goal.
- Motivate your team to reach their production and campaign goals.
- Help everyone have fun throughout the campaign.

## **What are some tips on recruiting team members?**

Most successful team members have routine contact with members of the business community. They are also known to work smart and work hard. They have a competitive spirit.

You can also share with potential volunteers that some of the benefits of being a team member include:

- Business development.
- New relationships with other volunteers.
- Chances to win cash & prizes.
- A chance to win a trip with other successful volunteers.
- Opportunities to learn more about your community.

## **What types of people make good team members?**

People who are motivated - motivated to help businesses succeed, motivated by competition, and motivated by a challenge. People who have a wealth of business contacts will have an easier time, but anyone who is a go-getter can make things happen and be successful.

## **How do I keep my team motivated?**

The most important way to motivate your team is to work together to set a realistic goal and then work together to brainstorm ways to reach that goal. Encourage and congratulate your team as they achieve their individual goals and give them positive feedback as they strive toward success. You'll soon find that each individual's success builds team success.

Email or text team members with updates on each individual's success. Let them know of rewards received at weekly Reward Sessions. Provide them with prospect tips that you think might be helpful.

**Important TRC Dates:** *(Add in your own dates here)*

Volunteer Campaign & Sales Training	_____	@ 3-5 p.m.
	OR	
Volunteer Campaign & Sales Training	_____	@ 8-10 a.m.
	OR	
Volunteer Campaign & Sales Training	_____	@ 1-3 p.m.
Campaign Kickoff	_____	@ noon-1 p.m.
Reward Sessions	Each _____	at noon
Campaign Victory Party	_____	@ 4:30-6:30 p.m.

**Sample Motivational Emails from Team Captains**

Subject: A New Wrangler Member!

Happy Monday (ugh!),  
I hope everyone had a great weekend & that all of you are planning to attend Tuesday’s 11:45 a.m. TRC lunch at the Depot. I’m pretty sure we have some checks that will be awarded.

Big news! Karen sold a sponsorship to Wrangler in the amount of \$5,000! Way to go, Karen! I know we’ll see more sponsorships coming in soon.

Sharon

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Subject: Friday Update

It’s a happy Friday! If you haven’t checked our TRC website lately, you should. We’re doing great – both our team and the Chamber TRC in general.

Our team is only about \$1,800 away from our team goal of \$20,000. I am so proud of all of you. Thank you for all of your hard work!

Congrats, too, to Aubrie, for landing the Party People sponsorship. There are still others out there who may be considering a sponsorship or new membership. We can make it to our goal.

Let me know if I can help you somehow. Thanks, again, for all of your hard work.  
Sharon