

Guide to being Team Captain



Welcome Team Captain!

Thank you for leading a team in the StepUp4ICU Challenge. Your support is vital in helping us raise awareness and funds for intensive care research, education and patient support initiatives.

As your team champion you can:

Recruit Team Members

- Invite friends, family, colleagues and community members to join your team
- Share your team's fundraising page regularly
- Encourage each team member to register and personalise their fundraising page

Motivate Your Team

- Welcome new members as they join
- Set a team goal for steps and fundraising
- Celebrate milestones and achievements
- Keep morale high with regular updates and encouragement

Lead by Example

- Track your steps daily and remind your team to track their own steps
- Share your progress via blog posts and social media
- Show your team how easy and rewarding participation can be

Encourage Fundraising

- Remind team members that every dollar makes a difference
- Encourage participants to ask friends, family and workplaces for support
- Celebrate fundraising successes

Fundraising Ideas

- Workplace morning tea
- Team donation challenge
- Matched giving through employers
- "Sponsor my steps" campaign
- Social media fundraising posts

Social Media Tips

- Share why you're supporting intensive care
- Use challenge hashtags #StepUp4ICU
- Encourage others to join your team

Team Captain Checklist

- ☐ Register your team
- ☐ Set a team name and goal
- ☐ Invite team members
- ☐ Share updates
- ☐ Encourage fundraising
- ☐ Celebrate milestones
- ☐ Thank supporters and celebrate your team's achievements