



## Fire Engine Pull

### Team Captain Guide

Thank you for taking on the role of a Team Captain in this year's Fire Engine Pull for MDA. Your leadership and commitment in this event help support the long-standing tradition between fire fighters and MDA. Together we can save and transform the lives of people living with muscular dystrophy, ALS and related neuromuscular diseases. This document includes event information, team recruitment ideas and fundraising tips to help reach your teams fundraising goal.



#### Register Your Team

- Create a Team Name.
- Submit a Team Entry Form or register your team online at:  
<https://filltheboot.donordrive.com/event/fireenginepull>
  - Team registration fee is \$500 per team (\$50 per person).
  - Team Captain will need to pay the entire entry fee up front to be eligible to register
  - Each team is encouraged to raise an additional \$2,000 or more before the event (\$150 per person).
- Ensure all team members have signed the "Photo Release & Waiver Agreement" form prior to participating in the event. \*Participants under the age of 18 must be accompanied by a parent/guardian during the event.



#### Recruit Team Members

- Each team must consist of 10 members.
  - Make a list of fire fighters, co-workers, family, friends and ask them to be a part of this fun event.
  - Let them know this is their chance to join local firefighters to help build awareness and raise money for MDA families in the community!



## Help Fundraise

- Contributions fuel MDA's efforts to drive research and empower families with services and support.
- Encourage and motivate team members to reach your team goal of \$2,000 or set a higher team goal and be the Top Fundraising team at the event.
- How to reach your goal.
  - Break it down by setting individual team member goals.
    - 10 team members raise \$200 each
    - 10 team members ask 10 people for a \$20 donation
    - 10 team members ask 4 people for \$50 donation
  - Make sure you team members are signed up and utilizing your team fundraising page to collect donations online.
  - Utilize all social media platforms to keep your family and friends aware of your efforts, ask for donations and thank supporters.
  - Find a business or individual to sponsor your team or match the donations you collect by a specific time period.
  - Organize a team fundraising event or activity to boost your fundraising total.
  - Have other people not participating in the event help your team fundraise.



## Stay Connected

- Communicate all event details to your team members.
- Keep your team members motivated, feeling appreciated and successful.
- Meet with them prior to the event to collect any cash or check donations they may have received.
- Thank your supporters for their donations.



## Be Creative & Have Fun

- Invite others to come to the event and cheer for you and your team members.
- Create or wear a team theme t-shirt.
- Wear team-themed costumes.

**Thank you for your support of MDA and taking on this role as Team Captain!**