COMPANY TEAMS TIMELINE



The first step after getting your team registered is to build your plan! This guide will help you stay on track.

Engage Your
Company

(16 weeks pre-event)

- Secure executive engagement
- Match employee fundraising
- Determine incentive prizes
- Plan fundraising events and challenges

3

Build Your Team

(12-16 weeks pre-event)

- · Hold kickoff event
- Announce team goals
- Recruit employees and their friends and families
- Promote event and PanCAN in emails, newsletters, etc.*

5

Final Push

(1-4 weeks pre-event)

- Hold team building events
- Get creative with final fundraising push to hit team goals!
- Communicate all final details (meet up information and T-shirt pick up) - 1 week prior to event

2

Start Your Team

(12-16 weeks pre-event)

- Create and personalize your team page
- Set team fundraising and recruitment goals

4

Coach Your Team

(4-12 weeks pre-event)

- Customize their page
- Make a self-donation
- Connect to Facebook Fundraiser
- Send fundraising messages
- Hold company-wide events and challenges

6

Celebrate Your Team!

(On event day and after)

- Wear your PurpleStride or team T-shirts
- Organize team photo
- Provide recognition to top employees
- Hold post-event team celebration