

Challenge 3: Fundraise Together



**World
Partnership
Walk**

**Build
Momentum,
Step by Step**

Your Team's Challenge Journey:

- Get ready for what's next
- Get company support
- Build your team
- Set a goal
- Fundraise
- Walk & Celebrate

Fundraising doesn't have to feel awkward or overwhelming. It works best when it becomes something you build together, step by step.

1. Set a Team Goal

Start by choosing a fundraising goal that feels motivating and achievable. A clear goal helps your team focus and gives everyone something to rally around.

Things to consider:

- The size of your team & past participation levels
- Any matching gifts available from your company
- What feels like an achievable stretch

2. Fundraise as a Team

Fundraising works best when it doesn't feel like a solo effort. Think of it as building participation in a shared cause, rather than "asking for donations". When everyone takes part, the pressure disappears and the energy grows.

As a team captain, you can:

- Share short progress updates and celebrate contributions
- Invite everyone to participate in a way that feels comfortable
- Remind your team that many small gifts create real impact

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3. Simple Ideas That Work at Work

You don't need complicated campaigns. The ideas that work best are simple, social, time-bound, and visible.

Try one of these:

- Friendly team or department competitions
- A short, focused push like a one-week fundraising sprint
- A matching-gift drive to double the impact
- Simple social moments: bake sales, coffee carts, treat tables, or casual dress days
- Step challenges, fitness goals, or friendly sports tournaments

Keep it light, fun, and easy to join.

4. Build Momentum Together

Once your team gets started, the goal is to keep the energy moving forward. Small, consistent updates help people stay engaged and feel part of something bigger.

Throughout the challenge:

- Share quick weekly updates
- Celebrate milestones as you reach them
- Recognize participation, not just top fundraisers

A quick message of appreciation or a team shout-out can make a big difference. This helps people feel seen, included, and part of something meaningful.

Need a hand or looking for ideas?

- 🔗 [Book a Team Captain Support Call](#)
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