

Keys to Successful Phone Calls to Team Captains

Be prepared. Prepare your expectations and what you would like to take away from the call before you pick up the phone to dial.

Keep impeccable records. Keep a list of who you called, what was discussed (or if you left a message), action items that will need follow up, and any other details that might be helpful for future team development.

Congratulate the Team Captain on how well their team is doing (i.e. 15 walkers pre-registered to date and the goal is a team of 50) and discuss how you can help them reach their goal.

Thank everyone! Leave your volunteers and donors feeling competent, appreciated, and liked.

Remember

- Calls to each Team Captain are individualized. Be willing to spend time chatting; set the tone of a warm, friendly thank you call.
- Listen carefully. Read each Team Captain's style. For example, for a quick-paced professional – make the conversation lively and short; for an employee who is looking for a diversion from their daily routine – this person will appreciate the extra time you spend with them.
- Remain positive and upbeat throughout the conversation. Let's be honest, you may receive some cold, silent initial responses to your calls. A moment for a little small talk is an important part of communication (i.e. news, weather, kids, sports, movies --- fills the air, gets people going, helps build relationships). Be prepared to move beyond "chit-chat" by opening the conversation with lots of enthusiasm, gently probing questions, and a genuinely caring and appreciative tone of voice.

Walk-Related Icebreakers

- Comment on their pre-registrations. Even one pre-registered participant is a good start! From there, you can suggest any number of team building strategies for success.
- Ask questions!
- For new Team Captains who are not comfortable talking about money with their participants, offer ways to help them break through this barrier. Suggest their team members begin fundraising by asking immediate family members and close friends for donations, or by making a self-donation to their own fundraising webpage. Assure them that fundraising gets easier the more they ask. Before they know it, team members will be asking their hairdresser, their minister, their dentist, and everyone they bump into on a daily basis for donations. Don't forget to encourage online fundraising! Posting to social networks or sending email is a great way to get started without the anxiety of an in-person solicitation!

Voicemail and E-mail

- Use voice mail to your advantage. Leave a detailed message to introduce yourself, touch base,

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and ask if they are in need of any supplies or staff support. If they do not respond, and you consistently reach voice mail without return calls, don't despair! Persevere with an e-mail. Try a "sorry we haven't connected" note and e-mail a helpful team building tool.

- Suggestions: Send or email a current Arthritis Foundation publication with a personalized cover note, or, a suggested memo from their top executive to all employees that you drafted especially for their corporation, or, new team challenge information or a new weekly pre-registration contest flyer, etc.

Team Building Techniques

- Refer to the Team Captain's team goals, the \$100 per walker average goal, and the overall Walk goals.
- Thank everyone! Be sure to end the phone conversation with a sincere "thank you."

Phone Notes and Follow-up Notes

Be an effective note taker. This is valuable information for relationship building. Review your previous phone notes before placing the next phone call. This is extremely important. You will make their day when you surprise them with the details of your last conversation (especially, names of relatives with arthritis or their arthritis connection). Remember that each and every team captain is a special and unique individual deserving of our individualized attention.

Thank everyone! Give a little extra effort. Take a moment to drop a short handwritten note or a brief e-mail to the Team Captain thanking them for the time and information shared on the phone or attach a personal handwritten post-it note to the materials packet you drop in the mail following each phone call.