



# BEST BUDDIES<sup>®</sup> FRIENDSHIP WALK

## Team Captain Toolkit





# You Rock!

Whether this is your first time building a team for the Friendship Walk or you're a seasoned veteran, we're thrilled to have your leadership on board and hope this guide steers your efforts.

As a Team Captain, you serve as the link between the mission of Best Buddies and the communities in which we live and serve. You are on the ground, actively promoting and pursuing inclusion in your community, and you have a chance to make a real difference.

The strongest teams not only motivate their friends and family to get involved with the Friendship Walk, but also empower a culture of inclusion in everyday life.

# Because of You...

The Friendship Walk has become a catalyst in fueling the mission of Best Buddies through community engagement, visibility, dollars raised and volunteer recruitment. Your leadership as a Team Captain affords the opportunity to educate, empower, and instill a culture of inclusion in your community.



## ■ One-To-One Friendships

Because of you, we can form great one-to-one matches. We're all more alike than different and deserve to experience the power of true friendship.

- **BESTBUDDIES**. Middle Schools, High Schools and Colleges
- **BESTBUDDIES**. Citizens
- **e-BUDDIES**.



## ■ Integrated Employment

Because of you, we help people with IDD find the jobs of their dreams to enable them to earn an income and give back to their communities.

- **BESTBUDDIES**. Jobs



## ■ Leadership Development

Because of you, we help strong leaders change the world, through empowering people to find their voice and then giving them the platform to use it.

- **BESTBUDDIES**. Ambassadors



## ■ Inclusive Living

Because of you, we help encourage people with and without IDD to live together in a vibrant community that is focused on supporting all residents in accomplishing their life goals and dreams.

- **BESTBUDDIES**. Inclusive Living



**Sarah and Maya**  
Friendship Program buddy pair

## Sarah & Maya's Story

In March of 2022, Sarah and Maya were matched in the Best Buddies Citizens program — and they've been inseparable ever since! Together, they enjoy going bowling and going to arcades, where their favorite game to play together is Ski-Ball!

As part of the Citizens program, Sarah and Maya also enjoy attending various Best Buddies events, including the Friendship Walk. At the walk, they love making friendship bracelets, playing games, and (of course) dancing — but more than that, they love that they are able to share experiences and create a deeper friendship.

*“My friendship with Maya has brought me SO much joy since we've been paired together. She is the sweetest person, a bundle of joy, and I am so lucky to have her in my life and as my buddy!”*

- Sarah



# Build Your Team

## Start with your core.

Who can you count on? Who counts on you? Think about your closest friends, family, and fellow Best Buddies supporters, and start there.

## Get connected.

Whether it's through a group text, email chain, or Facebook page, keep each other posted with updates, share fundraising ideas, and make plans to hold each other accountable!

## Create Your Team Identity.

Bring your team to life by updating your pictures, sharing stories, and setting a personal and team goals.

## Set your goals.

It's important to have a vision, both individually and as a team. Have your teammates set personal goals for fundraising and recruitment, and then share with each other to determine your team goals!

## Find a killer team name!

I mean, would you rather join "Bill's Team" or "Bill's Buds for Bustin' Barriers"? Have fun with it, and think how you can make it meaningful to your group!



**TEAM CAPTAIN TIP:** Encourage each of your teammates to recruit one person the rest of the group doesn't know – bringing people together is one of the best parts of the walk!



# Lead Your Team to Success



## Lead by example

You will be asking your teammates to donate, participate, and recruit, so you should be the one to show them how it's done.



## Tell your story

Sharing your story motivates and connects your supporters to the cause, giving deeper meaning to the importance of the walk and potential impact of your team.



## Use social media

There's no easier way to reach a huge audience all at once, and you never know who your story might impact. Use Facebook Fundraisers or include your fundraising link in your posts, and you'll almost always receive a donation you never expected!



## Do it as a TEAM

One of the best ways to generate excitement, awareness, and support for the walk is to fundraise as a team. Plan a team fundraiser and have loads of fun together.



## Double your money

Ask your employer about their matching gift programs, and make sure your teammates do the same! One simple inquiry could mean twice the funds for Best Buddies.

# Event Day

Get ready for the best day ever!



## Be Prepared

We walk rain or shine, so whether it's suntan lotion or an umbrella, know what you need!



## Bring the Spirit



As we celebrate the abilities that all of us have to offer, there's no better time to be yourself.

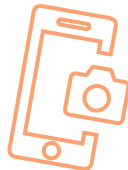


## Check In

Even if you've signed up online, make sure to visit the Registration tent to check in and get your t-shirt if you've raised \$50!



## Get Social



Share the fun on social media! Capture the day! Tag us and you may have even get reposted.



## Join the Party

Your top priority for the day is to have fun!



**TEAM TIP:** Meeting up with your team captain can be hard when there are hundreds of other walkers. Find a landmark around the venue and communicate with your team.

BEST BUDDIES®



# Thank You!

Make sure to check out more resources at:  
[bestbuddiesfriendshipwalk.org/walker-tips-tools](https://bestbuddiesfriendshipwalk.org/walker-tips-tools)

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MAKE A FRIEND | DONATE | VOLUNTEER