



CREW CAPTAIN CHECKLIST

BEFORE THE EVENT (June)

- Recruit your crew – the more the merrier! Ask friends, family, neighbours, colleagues etc.
- Personalize your fundraising page – tell the world why you are participating in this great event.
- Kick-start your fundraising! You’ve already made your first donation by registering – great start!
- Make sure your teammates have done the steps above.

1 MONTH BEFORE THE EVENT (July)

- Send out “crew updates” and acknowledge the great fundraisers on your team. Keep them motivated!
- Did someone say they’ll donate but you haven’t received it yet? Follow up. Life gets busy so a friendly reminder may be appreciated.
- Complete your challenges on your own time. You can start as soon as you receive your registration information. You need to post your photos or videos between August 1st to August 31st at 3pm.
- Start planning how you will make a splash and complete the fun challenges!

1 WEEK BEFORE THE EVENT (Week of July 26th)

- Encourage crew members to continue to send e-mails and follow-ups on donations.
- Check your e-mail! Make sure you read all the event information that comes your way and ensure your team does too!
- Get your water toys and event equipment ready!

During the Month of August

- Get started!
- Complete your challenges and get creative
- Keep checking your email! Make sure you read all the event information that comes your way and ensure your team does too!
- Post your challenges on social media @SunshineFound and use the hashtag #SplashForKids on Facebook or Instagram

POST EVENT (Week of September 1st)

- Send thank you notes to all your donors and ensure your teammates do the same.
- Stay tuned for 2022!