Team Leader Guide
Welcome, Team Leader!

My name is RuthAnn Deveney, and over the last few years, I've led a team of advocates to raise over $100,000. Here is my tried and true guide to leading a Dressember team.

BASE CAMP - LET’S GET STARTED

1. Choose a name:
   - What will your team rally around?
   - Think about your school, your location, or what your team stands for.

2. Set a goal:
   - Be ambitious!
   - It feels great to be a part of something big and aspirational because you will need a team to accomplish it.

3. Make a team page:
   - Head to the Dressember website to set up a team page.
   - Customize! Be sure to add a description and make a personalized URL to make it easy to remember and stand out.

4. Spread the word:
   - Invite your network to join you!
   - Use social media, personalized emails, and letters to get the word out.
   - Don’t forget: Your team members will need to set up individual fundraising pages in order to join your team.
SET IT UP - THE 4E’S

Equip
- Compile and share resources to help your team feel confident in their conversations
- Provide talking points - the Dressember website and blog are a great resource
- Point your team to other sources that they can use, like the websites of partner organizations, news articles, videos, and TED talks

Engage
- Communicate regularly.
- What kind of channel makes the most sense for your team? Consider email, a private Facebook group, or a text thread

Encourage
- Be your team’s biggest cheerleader
- Celebrate milestones, individual goals met, and team wins
- Solicit any questions and concerns and answer them to reassure newcomers

Energize
- Model the best practice of sharing a daily photo - it shows your donors that you’re really doing the challenge
- Create opportunities for your team to connect in real time. In-person or online are both great options
- Have fun! Think about style challenges within the team or a dress swap to mix up wardrobes

“We rise by lifting others”
- Robert Ingersol
Host a Kick Off Party

- Planning a party is a great way to involve your team! Set a date before December 1st, secure a location and have your team invite their friends. Use the time to share about Dressember and kick off fundraising strong!

Fundraising Ideas

Have a Clothing Swap

Invite your community to a clothing swap. Charge entry fee or set a small price per item swapped. Double the fun-raising by selling baked goods at the swap. You can donate any leftover clothing items to your local shelter.

Create a Giveaway

Rally your resources to compile a list of items to raffle off. You can set a raffle ticket price or give a raffle ticket for any donation given to your team page!

Find a Sponsor

Many local businesses and companies believe in corporate social responsibility. Asking your place of work & businesses in your town to donate or match donations is a great way to involve your community!

Plan a Benefit Event

Reach out to your local coffee shop to plan a night of live music, or host a charity game at your local athletic club. Take advantage of your team's unique talents & strengths to make your event great!

Find more resources at dressember.org/blog