

Sample Team Captain Recruitment Email

Purpose: Build Company Team
Who Sends This: Senior Level Executive
Who Do You Send This To: Department Heads
When Is This Sent Out: Immediately after confirming mgmt support and establishing fundraising goals

To: (Department Heads)
From: (Senior Level Executive)
Date: (Date)
Re: Gutsy Walk

Our company prides itself in being a good corporate citizen, and that means we look out for our colleagues and their families. We have recently been given an opportunity to prove our commitment to caring by supporting our colleagues who are affected by a **chronic disease that takes a great toll on suffers, and that currently has no known cause or cure.** In fact, one in 160 Canadians are living with Crohn's disease and ulcerative colitis, collectively known as inflammatory bowel disease (IBD), so it's more than likely you know others who are affected as well.

We have been presented with this opportunity to make a difference by uniting as a workplace team for the Crohn's and Colitis Foundation of Canada (CCFC) **Gutsy Walk** taking place on **Sunday, June 10, 2012.**

To build our workplace team, I am asking you to designate one person to be the Team Captain for your department. These Team Captains will work closely with (insert name), our Lead Team Captain for the company. Together they will promote Gutsy Walk and recruit team members from within their department, and lead event participation in the weeks prior to the Gutsy Walk day.

Did you know?

- IBD in Canada is approximately three times more common than multiple sclerosis and HIV infection
- Over 9,200 new cases are diagnosed every year in Canada.
- Canada has among the highest reported prevalence (number of people with IBD) and incidence (number of new cases per year) of IBD in the world.
- Most people are diagnosed with Crohn's or colitis before they reach the age of 30.
- CCFC is committed to raising funds for IBD research through the Gutsy Walk and other fundraising activities, and has contributed more than \$71 million to date, making Canada a global IBD research leader.

Being a Team Captain is easy, fun and rewarding. CCFC will provide the necessary information to ensure our team's success. All Team Captains will be invited to attend the Gutsy Walk Kick-Off event.

Please confirm the name of your department's Team Captain by **(Date)**.

Thank you for supporting this company-wide initiative. Together, we can make great strides in finding a cure for Crohn's and colitis, and can support our colleagues and their families who live with these diseases every day. For more information about the Gutsy Walk, please visit gutsywalk.ca, and visit ccfc.ca for more information about Crohn's and colitis.

Sincerely,
(Name)