



2020 Walk for the Animals Corporate Team Building Tips & Strategies

**This year, the Walk for the Animals is going VIRTUAL! It's a whole different animal!
Your company can still participate and have a great time, while raising money to save the
lives of homeless animals.**

WHAT: [NHS Walk for the Animals Kickoff Video](#)

WHEN: September 14 – October 31, 2020

WHERE: 'VIRTUALLY' anywhere!

WHY: More than 24,000 animals come through the doors of the Nebraska Humane Society each year needing lifesaving care, shelter and a second chance. All funds raised will save lives.

HOW TO STEPS:

1. Team and Group Options:

- a. You can have one **Company Team** (we call them Dog Packs and Cat Colonies). A team is a group of people working together throughout the Walk for the Animals. The Team Captain will lead the charge with recruitment, motivation, etc. All members are working toward the team fundraising goal.
 - b. Or, you can have multiple Team pages (think different departments, floors, etc.) and we can create a **Company Group**. A Group is something you can join, in addition to your team. For example, your company could create a Marketing Team, Sales Team and HR Team to see who can raise the most money for the animals. All funds raised will show on the Team page/s, however, by 'joining' the Company group, the collective effort of the company can be tracked and celebrated. Contact Gordon Krentz at gkrentz@nehumanesociety.org or 402-905-3483 to create your company Group.
2. **Assign Team Captain/s to lead the charge!** Your Team Captain will lead recruitment and encourage fundraising.
 3. **Register your Team/s** at www.nehumanesociety.org/nhswalk
 4. **Visit and share** the [NHS Walk website](#) for fun challenges, activities, resources and useful tips to help your Team/Group be successful. There are lots of fundraising tips and even a guide!
 5. **Ask for help!** Contact Gordon Krentz at gkrentz@nehumanesociety.org or 402-905-3483 with any questions.

Corporate Team Building Strategies

Set Goals

1. Set goals at the individual, team, and group levels.
2. Encourage your employees to have their friends and family join them.
3. Encourage each team member to set a fundraising goal of \$500 or more. \$500 funds one lifesaving surgery for an animal.

Recruit a Team Captain or Co-Captains

1. Who in your company loves animals? Who is passionate about saving their lives? These are the people who make excellent Team Captains!
2. Try to use a 'top-down approach' to team building. Draft a memo from the President or other top executive to all department heads asking them to appoint a Team Captain from their department and to employees encouraging their participation. Make it fun!

Hold Team Meetings and Communicate

1. Set aside 10 minutes at staff meetings to talk about the Walk and how to participate.
2. Schedule a Zoom call to get the message out!
3. Have Team Captains send out regular communication to motivate the team, celebrate milestones and highlight NHS animals.

Offer Internal Incentives and Competitions

1. Create fun team T-shirts for all participants. Encourage employees to wear them and promote the walk using #NHSWALK on social media.
2. Offer special recognition or incentives provided by the company for top fundraisers.
3. Offer an incentive for all team members who raise \$500 or more.
4. Hold friendly competitions between divisions, departments, sites or branches. A little competition can be very motivating and a lot of fun!

Have Fun

1. Incorporate animals! Offer employees the opportunity for their pet to be highlighted in your team materials.
2. Hold internal pet photo contests.
3. Walk as a 'socially-distanced' team over lunch.
4. Be 'punny'! There are so many fun things you can say about animals! The time is MEOW to save homeless animals!
5. The possibilities are endless!