



25 tips for recruiting walkers

How do you recruit people for your team? It's simple: read every precious word we've written below and pick two or three ideas that fit your personality. Then **do it** – turn on your recruitment charm and watch the registrations pour in.

1 direct is best.

Send an email to **each person** you want to ask to join your team - don't forget to include a link to your team page. Tell them that the moment they register, you'll know about it, and run up and down the halls screaming their name with joy – something like that.

2 interesting incentives.

Everybody loves a gift! Consider creating or purchasing a small-but-meaningful gift to offer as an incentive for joining the team. For example, we know captains who have offered \$5 Starbucks cards, invitations to dinner, and "Sandwich Survival Packs" to people who join their team, or at least just donate over a certain level. **Make it personal** – they'll find you hard to resist.

3 use the video.

Each year, we craft brand new CNOY promo videos – they're short, informative, real, and not too unbearably heavy. So use them! **Play them** on your phone/computer/tablet, and have a pair of headphones on hand. Ask them to watch a video about this fun event you're doing, and let the video do its magic - betcha they'll say yes.



4 recruit it forward.

Once you've successfully recruited a teammate, make sure you **ask them for help**. You've recruited them, now you need them to recruit someone else. Makes sense, right? If they said yes, chances are they'll know at least one other person who will also join you.

5 puppy dog eyes.

How would you respond to someone who had the courage to **look you in the eyes** and ask you to join his or her team? You may not say yes, but you'd certainly think twice about it.



So try it: put on your best puppy dog eyes and ask. Just make sure you do it privately (don't call them out in a crowd) and don't beat around the bush: get to it, don't worry about making a big speech.

6 three questions.

Ask your potential teammate three important questions: **1.** Can you move? (Good) **2.** Do you have a beating heart? (Great) **3.** Do you look good wearing a winter beanie? (Not required) The ice is broken! Congratulate them for passing the pre-qualification test. You might confuse them, but hey, they might just sign up quickly to avoid prolonging the conversation.

7 facebook fun.



Post your desire to build a team on Facebook (or Insta or TikTok or Snapchat or whatever) as a status, or create an event called "My Awesome Team" (example only) and invite friends to join. When you explain what people are getting into, they can relax and make a decision.

8 cnoy math.

Sometimes people are reluctant to join because they don't appreciate how the fundraising math works and how simple it is to use the online system. Get ahead of that by reminding them the average donation is **\$50** and that the average adult raises about **\$250**. Easy peasy.

9 candy is dandy.

Bring a bowl to work and fill it with candy. If they want some of your yummy candy, they need to eat up your **sweet story about CNOY**, right? Just make sure you don't gain 10 pounds eating the candy before event day. (See the donut tip below for more ideas.)

10 make a scene, drama queen.

So, you're at youth group, or small group, or the squash courts – anywhere there's a crowd of people you kind of know. And at some point in the evening, you start talking to someone about the Coldest Night of the Year and the cause and over a matter of minutes your voice just keeps rising and rising until the only thing people hear is you. At that point, your friend will join your team just to **make you shut up**.



11 donuts in the staff room.

Buy a dozen donuts and leave them out in the staff room (for free!) to anyone to enjoy. One condition - they have to drop by your office/cubicle and pick one of the following activities, which will of course **give you an opportunity to talk** to them and invite them to join your team:

- * Watch the CNOY video with you
- * Answer dumb trivia questions about beanies
- * Make a \$5 donation
- * Play X's and O's – if they lose, they join your team, or donate \$25
- * Guess how many locations there are in CNOY this year



12 walk + whine.

Invite friends to meet you for dinner downtown. Offer to pick them up, then make a point of **parking a long way** from the chosen restaurant. By the time they're done their 20-minute trek, they'll be puffing and complaining so much you'll have an excellent opportunity to talk over dinner about the challenges faced by hungry, homeless, and hurting people, and why joining your team would help them assuage their latent guilt.

It's shameless, but effective.
(Plus, it's good walking practice.)



16 hand 'em your phone.

Nothing says "are you in?" like having the registration page open and ready to be completed. Slide that iPhone, Android, laptop, or tablet thing into their hands, and **walk them through** the registration process.
(Great for procrastinators.)

13 show off the beanie.

Everyone who hits their fundraising minimum gets one of the Coldest Night of the Year's **famous winter beanie**. Play that up – show them the picture online and say something cheesy like, "Wow – that beanie would really bring out your eyes!" Boom!

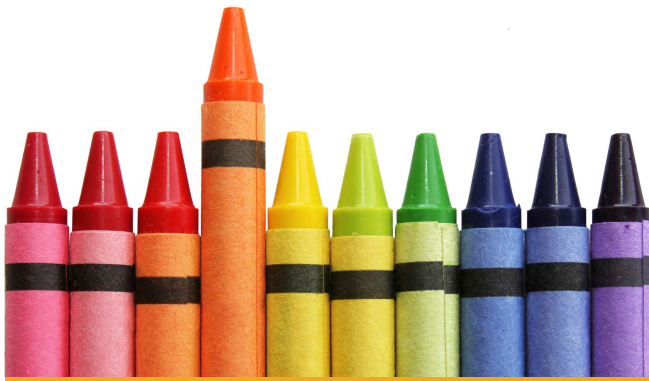
14 your face in their space.

Sometimes an **in-your-face** recruitment approach can work well. For example, maybe you have a buddy who doesn't do much. "Buck up, lazy butt," you say, staring fiercely. "Get off the couch, log out of Snapfacetagram, put down the Cheetos, and help us accomplish something remarkable." They'll either limply throw their day-old pizza at you, or hug you gratefully. Either way, you've enjoyed speaking the truth in love. (Bonus: free day-old pizza!)

15 we are family.

Studies* show that the easiest people to guilt into doing something are your own flesh-and-blood. **Ask your relatives** – parents, siblings, kids, second cousins – and let them know that Thanksgiving dinner will be awkward (well, more awkward) forevermore if they say no. If they won't join you, nicely ask them to donate (and strongly imply that they'll have to do the dishes if they don't).

* Official poll of CNOY HQ staff



17 kid-friendly.

If you're in possession of a kid or two, why not captain a team of parents and kids? Invite your kids' playgroup or Sunday School class – **no one fundraises more effectively** than a wide-eyed six-year-old.

18 recruit a rainmaker.

Go to the **most popular person** in your circle at work, school, or church, and pitch them hard on joining your team – they're the ones who make things happen, and other people follow them. Appeal to their general sense of awesomeness and explain that their primary job is helping you recruit the biggest, most successful team.

19 tell your story.

How are you *personally* linked to this cause? Are you a long-time supporter? Have you worked passionately to help out someone close to you? **Tell your story** to prospective teammates so they'll know why it's so important to you – they'll help your team raise tons of money.

20 make it visible.

We've had team captains do some crazy stuff to bring awareness to CNOY – letting their beards grow, exclusively wearing shorts, not being seen in public without a CNOY winter beanie on their heads until CNOY Day, and more. Whatever it is, **be creative!** and when your friends, coworkers or strangers ask you why you're being so weird, recruit them to join your merry band of weirdos doing great things for real people.

21 gather your groups.

Are you part of a book club, swimming class, or crossbow enthusiasts group? Motivate your fellow members by launching a competition with other groups like you in town. It's fun watching Neville's Knitting Club duke it out against The Crazy Quilters on the **Challenge Scoreboard**.

22 johnny on the spot.

Grab the attention of a captive audience: tape up a creative and fun announcement on the inside door of your **restroom stalls** and enjoy the cheeky responses you get.

23 buddy up.

Try to recruit one team member who will work with you as co-captain. Then **tag-team** your efforts by working together to recruit friends or colleagues. Your co-captain has their own networks to draw from, doubling your recruitment potential. Plus, having a co-captain increases the fun and accountability.



24 stencil power.

The CNOY website has some funky stencils in TOOLS! Using water-soluble spray paint, **stencil these images** on key locations (get permission where required). It's a fun way to get people wondering and talking about the event, and maybe even join your team.

25 invent your own!

Oh, so you've read through these tips and think you've got a better idea? You're, uh, probably right. These ideas are just to jog your imagination – the sky's the limit. **Go for it**, we believe in you!