

5 Tips for a Terrific Team Page

Once you register your team on your event's Buddy Walk® registration site, your next step is to set up your team's profile page. Your team's profile page will be frequently visited in the weeks leading up to your walk. You want to motivate family and friends to join your team and/or make a donation; in order to maximize that opportunity, we recommend making your team's page the very best it can be. Here are five easy steps to creating a terrific team profile page:



1 Add a photo

Your Buddy is awesome! Show off his/her super smile with a photo to personalize your page. Your friends and loved ones never tire of seeing that sweet face, and for those who are just meeting your Buddy, a photo allows them to put a face with the cause. Check out our *How to Manage Your Team Profile Page* under the HELP tab for tips on resizing your photo!

2 Share your story

Your team page profile is established with a default statement about the event, but only you can share your personal story. When someone can make a personal connection to your story, they may be more inclined to join your team or make a donation. Your profile could explain why you participate in the walk, how many years you have had a team, how your family and/or child have enjoyed services provided by the organization, what milestones your child has reach in the last year or information about upcoming team events. We have shared examples of top Buddy Walk® team pages on our [Pinterest page](#).

3 Set a goal

Having a goal helps motivate your team to raise more money. Be certain to share this goal and keep everyone updated as you post to your social media outlets (ex: "Only \$200 to go before Team Alex reaches our goal! Please keep sharing our profile page!").

4 Update your team page's URL

On your profile page, you are able to personalize your team's URL. This is a great feature, and it allows you to have an easily recognizable and memorable URL. Each time you share your profile page using the "share" button, your URL will be included in the post, providing an opportunity for many people to see your team's page.

5 Invite team members to share your profile

You want the world to see all the wonderful support your Buddy receives from team members and donors. If your team members help share your page (using the "share" buttons on your profile page), in addition to your own posts, then traffic to your page will increase, which in turn increases your team's totals.

As you are sharing your team's profile page far and wide using social and email tools, you will be attracting visitors to your page, and you want to make the best impression possible. By following these recommendations, you are on your way to creating a terrific team page!