

**DURING YOUR
action team**

action

faithlifefinancial.ca

team

**LIVE
generously
NOW**

Thank you for getting inspired to lead an **action team!** FaithLife Financial welcomes the opportunity to help support the causes you care about.

*What makes us different is the difference we're making **together**. We look forward to hearing all about your event!*

Before your action team

Follow this checklist to define **action team** details, grow your team, purchase supplies, promote your event, and more.

Planning and promoting your action team



Define project details.

- Date, time and location of project.
- How and when you'll promote your project.
- How many volunteers you'll need to plan for and who will be responsible for specific tasks.
- How and when you'll notify volunteers of project details.



Engage your team.

- Recruit volunteers and share **action team** details.
- Send invitation using your personal email or Facebook page.
- Invite whoever you would like to volunteer at your event.



Watch your doorstep for your action team kit.

Your kit will include:

- \$150 cheque for seed money
- T-shirts for your team
- A large promotional banner
- Name tag stickers for volunteers and thank you stickers for other generous participants
- 10 FaithLife Financial brochures to pass out



Use your seed money and track expenses.

- Cash your FaithLife Financial **action team** cheque.
- Your seed money can be used in many different ways. Buy supplies or use it to help promote your event. See how you can make it grow to support the cause you care about.
- Track your spending using the sheet that came with the cheque.
- Save your receipts so you know how you used the seed money to host your **action team**.



Send out Reminders.

- Remind team members about your upcoming **action team** including important details, such as date, time and what they will be doing to help out on the day.
- Also remind them you will have t-shirts they will wear on the day of.



Promote your project.

- Be creative! Go Social
- Promote your event on social media so others know how to get involved and support your cause. (Get social tips on the Promote Your **action team** page)
- Ask your team to share your posts, growing your reach even further.

Online resources

faithlifefinancial.ca/actionteams

Fillable poster and bulletin

Download and customize it to promote your **action team** and post it at your church, community centers and other bulletins.

Sign-in sheet/photo release

Be sure to ask each volunteer to sign-in on the day, check off their photo release and note how many volunteer hours they completed. All of this will be needed for your post event details.

Expense tracking sheet

Use this sheet to note your expenses throughout your **action team**.

Reporting reminder

Be sure to keep track of volunteer hours and how you reached your goals

Your action team kit

FaithLife Financial provides you with all the tools you will need to launch your action team.



Promote your action team

Social Media

If you use social media, here are some ideas to consider that could help grow your **action team** and raise awareness for your cause.

Facebook

Start a Facebook event so you can invite people to learn more about your **action team** and the cause you are supporting.

You can also create posts before and during the event to increase awareness. Use the hashtag [#LiveGenerouslyNow](#) as you post live from your event and encourage team members to share your posts so their friends know about it too.

Twitter

Before your event, post polls to see what people are most excited about. During your event take a moment to share using the [#LiveGenerouslyNow](#) hashtag so other **action team** leaders can see your good works.

Instagram

The most successful Instagram accounts give a glimpse behind-the-scenes. Before hand, post updates of receiving your **action team** kit and your planning meetings. This is a fun way to get volunteers and others excited about the event.

Video (YouTube, Vimeo, Instagram)

Post an **action team** video to your favorite media outlet! During your event, try posting a live video on your Instagram stories and take a photo of your team in action! Be sure to tag [@FaithLifeFinancial](#) and use the hashtag [#LiveGenerouslyNow](#).

 **YOUR action team. YOUR passion.**
Share it with the [#LiveGenerouslyNow](#) community.



Using [#LiveGenerouslyNow](#) on social media can connect you to **action teams** from Ontario to British Columbia!

Helpful tips

Inspire others to live a life of generosity.

Remember, generosity comes in all shapes and sizes and has no limits!

Generate a following

Build a Facebook page and invite others to "like" the page.

Post action team kit

Show excitement by posting a picture of your new **action team** kit!

Picture perfect

Tell and show your story in pictures.

Action team project

During your project



Be sure to bring this checklist with you to your **action team** event. It will help you stay organized during your project and record the information you need to track and report back to FaithLife Financial.

Hang the promotional banner and set up for action team

Welcome and register your volunteers

Make sure they sign in using the sign-in sheet which includes a photo release sign-off and the option to learn more about FaithLife Financial.

Distribute name tags and t-shirts to team members

Give participation stickers

Hand out the stickers to friends, volunteers or project participants who are choosing to be a positive force for change through FaithLife Financial **action teams**.

Smile and have fun

You and your team are making a positive change by being generous and serving others.

Share the FaithLife Financial story

The more people know about us, the more good we can do in the community. Need help getting started? Share the FaithLife Financial brochures so even more people can learn about living generously.

Take care of your team

Consider bringing refreshments for the volunteer team. Your seed money cheque can be used for this too.

Take photos of your action team in their Live Generously Now t-shirts

Note: To share photos from your **action team** project, we require photo release consent from everyone in the photo(s) submitted to FaithLife Financial.

Keep track

Take a look at the reporting reminder. It lists everything you need to track so you can complete the post event details online.

Be social

Share tweets, post photos and videos of what's happening during your project – and don't forget to use the hashtag [#LiveGenerouslyNow](#).

