



Team Captain Fundraising Guide

Ready. Set. Glow!

Thank you for stepping up as a Team Captain for Screech's 5K Night Owl Glow Run & Fun Walk!

Your leadership will help create opportunities for Harford Community College student-athletes by raising funds for athletic scholarships. Every dollar your team raises helps talented students pursue their education while continuing rise to the top of their game on and off the court and field.

As Team Captain, you'll inspire others, build excitement, and help your team make a lasting impact. Here's how to make your fundraising journey fun, engaging, and successful!

Step 1: Assemble Your All-Star Team

A great team starts with great people!

Invite friends, family members, coworkers, classmates, teammates, and neighbors to join your Glow Run team.

As you build your team:

- Choose a creative team name that shines.
- Set an overall fundraising goal your team can work toward together.
- Encourage each participant to create an individual fundraising goal.
- Personalize your team fundraising page with photos, your story, and why supporting HCC student-athletes matters to you.
- Share how scholarships help students succeed both academically and athletically.

Remember—people give because they connect with your story.

Step 2: Light Up Your Fundraising

The easiest way to inspire donations is to get the momentum started.

Consider these simple ways to begin:

- Make the first donation to your own page.
- Encourage every team member to contribute early.
- Share your fundraising page with friends, family, and coworkers.
- Post regularly on Facebook, Instagram, LinkedIn, TikTok, and other social platforms.
- Celebrate milestones with photos, countdowns, or short videos.
- Send personalized emails or text messages asking for support instead of relying on one generic post.
- Ask supporters to share your page with their own networks.

The more people who hear your story, the greater your impact.

Step 3: Keep Your Team Glowing

An energized team raises more—and has more fun doing it!

Keep everyone engaged by:

- Creating a group text or online chat for updates.
- Sharing fundraising progress each week.
- Celebrating teammates who reach fundraising milestones.
- Encouraging friendly competition between team members.
- Posting photos of training walks, runs, or team gatherings.
- Counting down to race day together.

Every achievement—big or small—is worth celebrating.

Step 4: Celebrate Your Success!

Every dollar raised helps open doors for Harford Community College student-athletes.

As race day approaches:

- Thank every donor personally.
- Celebrate your team's accomplishments.
- Share your fundraising results on social media.
- Recognize everyone who helped make your campaign successful.
- Wear your glow gear proudly and enjoy race day together!

Your leadership is helping student-athletes continue reaching new heights—in competition, in the classroom, and beyond.

Team Captain Fundraising Tips

Make it Personal

People are more likely to give when they know why the cause matters to you.

Ask More Than Once

Not everyone sees your first post. Share updates throughout your campaign.

Show Progress

Celebrate milestones like 25%, 50%, 75%, and 100% of your fundraising goal.

Say Thank You

A sincere thank-you goes a long way and encourages future support.

Have Fun!

Your enthusiasm is contagious. The more excitement you create, the more people will want to join your team and support your efforts.

Together We Shine BRIGHTER!

Every step taken and every dollar raised through Screech's Night Owl 5K Glow Run & Fun Walk helps provide athletic scholarships that empower Harford Community College student-athletes to achieve success in the classroom, on the field, on the court, and in life.

Thank you for leading the way. Together, let's glow, give, and make a lasting impact!

