



# DRESSEMBER TEAM LEADER GUIDEBOOK



Welcome, Team Leader!

My name is RuthAnn Deveney, and last year I led a team of 68 DresseMBER Advocates to raise over \$70,000 -- enough to fund 10 rescue operations. Here is my tried and true guide to leading a DresseMBER team.

# BASE CAMP - LET'S GET STARTED



**DRESSEMBER IS BETTER TOGETHER! RALLY YOUR NETWORK AROUND A COMMON CAUSE TO SHOW HOW LITTLE THINGS ADD UP TO A BIG IMPACT. LET'S GO!**



## **1) Choose a name:**

- What will your team rally around?
- Think about your school, your location, or what your team stands for

## **2) Set a goal:**

- Be ambitious!
- It feels great to be a part of something big and aspirational because you will need a team to accomplish it

## **3) Make a team page:**

- Head to the DresseMBER website to set up a team page
- Customize! Be sure to add a description and make a personalized URL to make it easy to remember and stand out

## **4) Spread the word:**

- Invite your network to join you!
- Use social media, personalized emails, and letters to get the word out
- Don't forget: Your team members will need to set up individual fundraising pages in order to join your team

# STEP IT UP - THE 4 E'S



## CLIMB TOGETHER TO REACH GREATER HEIGHTS

### Equip

- Compile and share resources to help your team feel confident in their conversations
- Provide talking points - the Dressement website and blog are a great resource
- Point your team to other sources that they can use, like the websites of partner organizations, news articles, videos, and TED talks

### Engage

- Communicate regularly.
- What kind of channel makes the most sense for your team? Consider email, a private Facebook group, or a text thread

### Encourage

- Be your team's biggest cheerleader
- Celebrate milestones, individual goals met, and team wins
- Solicit any questions and concerns and answer them to reassure newcomers

### Energize

- Model the best practice of sharing a daily photo - it shows your donors that you're really doing the challenge
- Create opportunities for your team to connect in real time. In-person or online are both great options
- Have fun! Think about style challenges within the team or a dress swap to mix up wardrobes

"We rise by lifting others"

-Robert Ingersoll

# FUNDRAISING IDEAS!



## MOBILIZE YOUR TEAM & WATCH YOUR IMPACT MULTIPLY



### HOST A KICK OFF PARTY

Planning a party is a great way to involve your team! Set a date before December 1st, secure a location and have your team invite their friends. Use the time to share about Dressembler and kick off fundraising strong!



### HAVE A CLOTHING SWAP

Invite your community to a clothing swap. Charge entry fee or set a small price per item swapped. Double the fun-raising by selling baked goods at the swap. You can donate any leftover clothing items to your local shelter.



### CREATE A GIVEAWAY

Rally your resources to compile a list of items to raffle off. You can set a raffle ticket price or give a raffle ticket for any donation given to your team page!



### FIND A SPONSOR

Many local businesses and companies believe in corporate social responsibility. Asking your place of work & businesses in your town to donate or match donations is a great way to involve your community!



### PLAN A BENEFIT EVENT

Reach out to your local coffee shop to plan a night of live music, or host a charity game at your local athletic club. Take advantage of your team's unique talents & strengths to make your event great!

Find more resources at  
[dressembler.org/blog](https://dressembler.org/blog)

