Your Action Team Kit

Hello, Kind Human.

We're thrilled you're thinking about leading an Action Team. It warms our heart when we see members raise funds for a cause that is dear to their heart. That's why we've created this Action Team Kit to make it even easier for you to get started.

Inside, you'll find...

- **A Handy Checklist**... Just For You!
- **5 Tips** for Taking Instagram-Worthy Photos
- Awesome **Action Team Resources**
- **Post-Event**: Things to Consider

Serenia Life™ FINANCIAL

A Handy Checklist... Just for you

Start Planning

- Choose which registered charity you want to support, and what sort of fundraiser you want to organize.
- Decide where the event will take place, what time it will start, and how long it will run for.
- Write a list of potential volunteers to reach out to.

Apply for seed funding

- Visit our website to apply for $150 to help get your fundraising event off the ground.
  And don't forget, we'll donate another $100 to the charity you're supporting once you've completed your post-event survey. That's a $250 value!

Engage your team

- Invite family & friends, neighbours & colleagues to join your team of volunteers.
- Keep them in the loop with emails or by creating a Facebook event page where you can post reminders and answer questions.
- Divide & conquer by delegating tasks to different team members.
- Give them a free T-shirt to wear at the event. **Please note:** We provide a maximum of 5 T-shirts per Action Team.

Promote your fundraiser

- Post about your event on social media, send emails, or even pick up the phone and call people who might be most interested.
- Consider using some of your seed funding to create some flyers to hang at local shops and distribute in your neighbourhood.
- Another great use of your seed money is prizes for top fundraisers – a great way to get the word out and get people involved!

Use your tracking guide

- Mark down volunteer hours for yourself and all of your volunteers.
- Record funds raised at your event.
- Make sure everyone signs the Volunteer Sign-In & Photo Release.

Take Photos

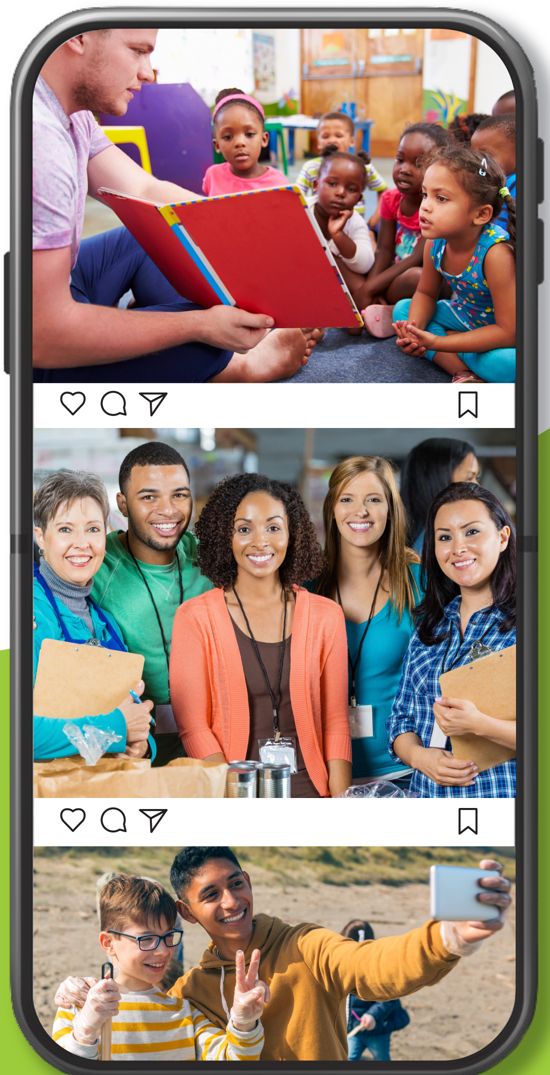
- Bring your smartphone so you can snap some shots of your awesome event and your team in action.
- Make sure people in the photos have signed the Photo Release.
- Be sure to take high-quality photos so we can use them later.
  For tips on taking an Instagram-worthy photo, see page 2.

Have fun!

Five Tips for Taking Instagram-Worthy Photos

We absolutely love sharing your good deeds with the larger community – whether that be on one of our social platforms, in a blog spotlight, or in our annual newsletter. That's why we ask you to sign the Photo Release when you apply for this benefit. But even more importantly, we want to make sure your pictures are high-enough quality to get published.

When it comes to taking a good photo, your smartphone is your friend. Just follow these tips to ensure you aren't submitting fuzzy, out-of-focus pics.



Consider using the filter tool on your smartphone.

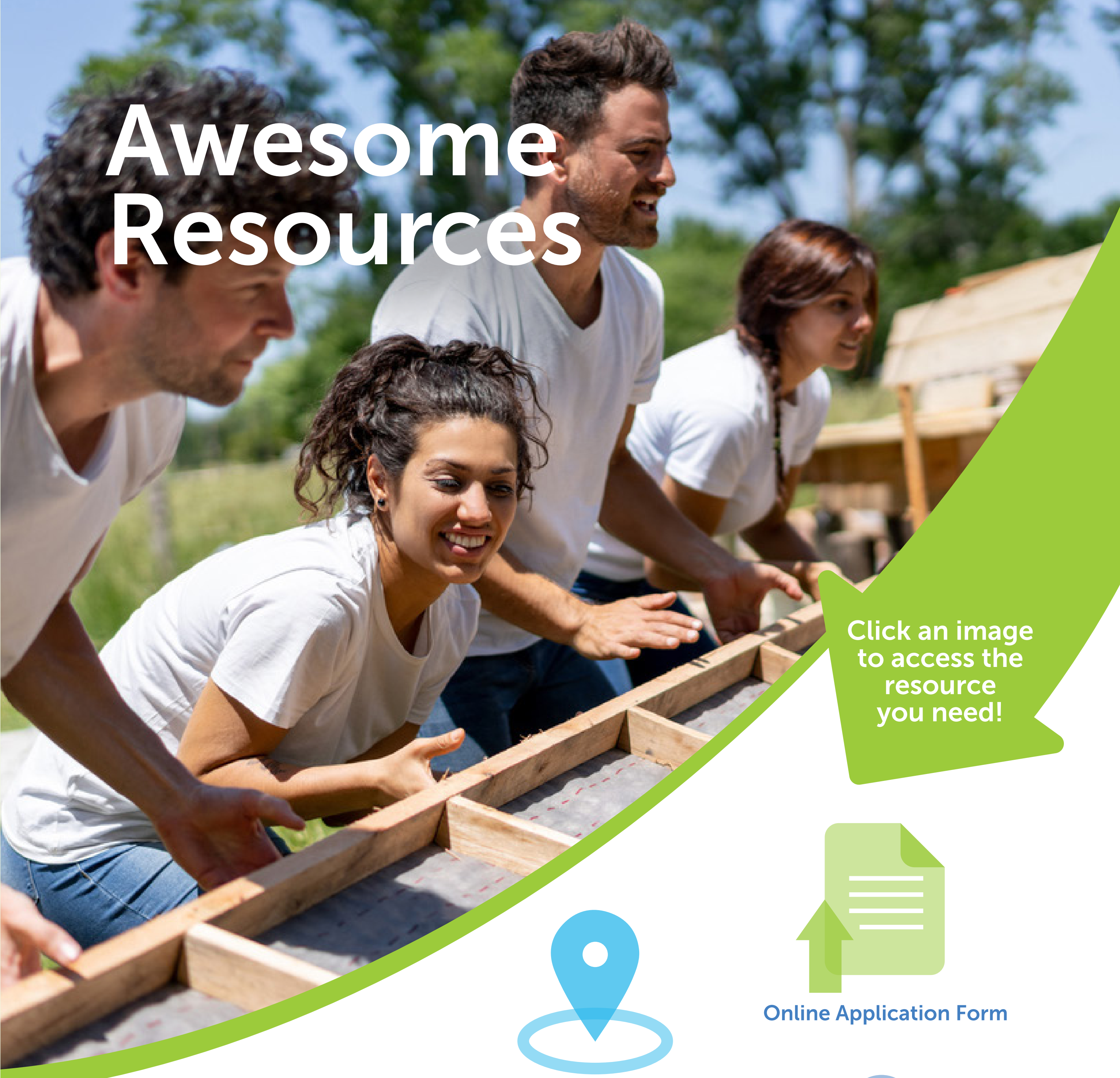
Make sure your hand is steady before snapping a shot.

For people pics, zoom in. If you want to capture your surroundings, zoom out.

Never ever crop or edit your photos before submitting. Each change you make diminishes the quality of the photo. Originals only please!

Make sure the sun is behind you when you're taking a photo.

Awesome Resources



Click an image to access the resource you need!

Online Application Form

Fillable Tracking Guide

Volunteer Sign-In Sheet

In-Person Fundraising Guide

9+ Ideas to get you started!

Virtual Fundraising Guide

9+ Ideas to get you started!

Post Event: Things to Consider

You might not realize it, but it's just as important to track your fundraising event as it is to organize it. Why? Because your post-event survey answers help us measure the success of our program (and make improvements, if necessary).

Plus, it's your key to unlocking an extra $100 donation to the registered charity you're supporting.

Tracking Guide Facts

Q: What do I need to track?

A: Good question. We'd like you to track: (1) your planning hours, (2) your volunteer hours, and (3) funds raised.

Q: Why is it important to track my planning hours?

A: You'll spend quite a bit of time planning your upcoming event. These planning hours are important to ensure you've covered everything needed to lead your Action Team successfully. Not only that, but they are added to your final impact numbers.

Q: Are the volunteers on my Action Team included in the volunteer hours?

A: Yes! Please track both your individual hours, and the collective hours of all volunteers.

Q: How many members can raise funds for the same cause?

A: Up to two Serenia Life members can raise funds for the same cause. Please note that we will require two separate applications.

Questions to consider while you're at the event

Keep these in the back of your mind while you're participating in your fundraising event. It will help you answer your post-event survey questions later.

1. Describe your experience leading an Action Team.
2. How did leading an Action Team impact you personally?
3. Do you think this is a good member benefit, and would you encourage others to organize an Action Team? Why or why not?