



Committee

Our walk campaign brings local CMT communities together to work towards one common goal – raising money to find a cure for CMT. If you can create a sense of community among the volunteers, if they develop a deeply rooted sense of ownership in Walk 4 CMT, our walks will achieve great things.

Committees take the concept of ‘community’ a step further. They are the core group of volunteers advancing our mission.

Role of Committee Members

- Grow their own fundraising efforts
- Recruit new teams
- Help secure sponsorship
- Help secure media partners
- Help secure in-kind donations

When recruiting Committee Members, you need to cast a wide net. Think of...

- Your own friends and family
- Past walkers
- Donors and sponsors
- Mission connection
- Branch members
- Healthcare professionals

When making the ask...

- Research your potential committee member
 - Past involvement with the CMTA
 - Know if they have children
 - Are they a sports fan
 - Alma Mater
 - Current news about their company
- Ask questions and listen
 - We want them talking 70 percent of the meeting. You control that by asking leading questions and responding to their question clearly, concisely, and with a returned leading question.
 - Based on what you learn from your time together, adjust your ask and naturally transition the conversation from banter to your ASK.
 - Have a Plan B- prepare for possible objections and have a secondary ask to make of them.
- Key talking points



- Be honest about the job duties, but don't get into too much detail.
- Be specific about the time commitment. 9-10 hours over the course of 3-6 months is doable for a committee member.
- Tell them why you selected them.
- Highlight the support given from the CMTA and show them how it is structured, so they see it is doable.
- What is expected of them and when. Help to place them in the right role.
- Share mission connections.
- Provide a commitment form.