

riding together to

end
cancer.

YOUR GUIDE TO BEING A 2018 RIDE FOR ROSWELL

TEAM CAPTAIN

SATURDAY, **JUNE 23, 2018**

rideforroswell.org



The
Ride For
ROswell

PRESENTED BY **WEST HERR**
NEW YORK



welcome

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Hello,

Thank you for joining us as a 2018 Ride For Roswell team captain. Whether you're a returning captain or are brand new to this role, we are so excited to have you!

Our Ride For Roswell teams contribute more than 80% of The Ride's annual fundraising total! That makes **YOU** extremely important in our fight to end cancer. Your commitment to leading a team brings us one step closer to a day when no one has to hear this diagnosis again.

Enclosed is a guide to help make your team's experience fun, successful and memorable. If you have any questions throughout your journey as a team captain, please do not hesitate to reach out to me! Remember why you're doing this, and remember to have fun.

I look forward to watching your team's success grow, and will see you in June!

All the best,

Allison Polakiewicz
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Connect with other team captains by joining the "2018 Ride For Roswell Team Captains" Facebook group.

getting started

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Step 1:

REGISTER your team by selecting "Create a Team" on rideforroswell.org:

Select the team option in registration and then get creative with your team name! Build your team webpage when you log in to your fundraising dashboard and include:

- Your team's story and why The Ride For Roswell is important to you.
- A picture to represent why you're riding.
- Important messages and tips to motivate team members and donors.

Step 2:

RECRUIT your team members:

- All you need is one other person. There is no limit on the size of a team, and you don't all have to ride the same route! In fact, your team members can include volunteers or other non-riders who can register as virtual riders.
- Give them your team name.
- Instruct them to select "Join a Team" when they register.

Step 3:

RAISE funds to fight cancer:

Choose a team fundraising goal that everyone agrees on. Each individual is responsible for raising the minimum assigned to his or her route. Your team total is a collective total of everyone's efforts. Don't be afraid to aim high! Be sure to raise your goal whenever you are close to reaching it.

Step 4: **RIDE!**



Think of as many people as you can to invite. We encourage you to aim for 10 team members. Potential team members could come from the following:

- **Family**
- **Friends**
- **Co-workers**
- **Neighbors**
- **Classmates**
- **Members of your place of worship**
- **Members of your clubs, hobbies or other organizations**

TIP: This is a great way for your place of employment to promote a healthy lifestyle in the workplace. Consider reaching out to various departments to see if they would be interested in having a friendly competition to see who can recruit the most team members and raise the highest dollar amount!

Share the link to your team page on social media and ask your followers to join your team. Don't forget to download the social media badges available in the fundraising section of the website.

Remember, this is not a race. There are routes available for people of all skill levels – including being a virtual rider! Volunteering is also an option for your team members.

recruit

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recruit

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Tell them why you're riding and how they can join your team. Consider using the message below:

Dear (name):

Each year, more than 8,000 riders and 2,000 volunteers come together at The Ride for Roswell to raise funds for the cutting-edge research studies and patient-care programs at Roswell Park Cancer Institute. I am excited to announce that on Saturday, June 23, I will be one of them. I would be honored to have you join my team, (team name).

(Insert your story here — why did you create this team? Who are you riding for? Why is this important to you?)

Please consider joining my team and helping me raise funds to save lives. There are several route options available, with distances ranging from 3 to 102 miles.

No bike? No problem! Many local bike shops offer daily rentals, or you can join my team as a virtual rider or volunteer!

To join or support my team, visit (insert teampage URL).

Sincerely,
(your name)

You can use the same letter when you encourage your team members to recruit their family and friends! You'll find this email template in your fundraising dashboard.

Participants can join your team right through Ride Day. As a team captain, be sure your team members are committed, excited and prepared from start to finish. Communicate to your team regularly and provide updates on the team's progress.

You will be receiving a Team Captain E-Newsletter regularly, which will contain important information, event details and deadlines. You are encouraged to forward them on to your team members.

Did you know that teams account for **80%** of the funds raised annually at The Ride for Roswell?

More riders means more money raised by your team. These funds move us closer to finding a cure for cancer — and make a real difference in the lives of the patients and families served at Roswell Park.

Here are some tips to take your team to the top:

1. **Set a goal** that everyone agrees on.
2. **Raise that goal** each time you are close to achieving it.

TIP: If you're a returning team, set your initial goal higher than what you raised last year!

**Each team member is responsible for raising the minimum associated with their route. Your team's total is a collective total of everyone's efforts.*



3. Make sure your team members **download the official fundraising tools** available on the website.
4. **Set an example: Make a donation to yourself.** This will show your team members that you are off to a strong start and are personally committed to finding a cure for cancer.
5. **Hold a team fundraiser!** The possibilities are endless. From a yard sale at a team member's house where everyone can bring items to sell, to a potluck dinner where you charge guests a small fee to attend, check out the A-Z Fundraising Guide for some great ideas and get creative! Post your team fundraising event to our community events calendar to promote it, and also post it to your social media accounts.

**Once your event is done, the funds raised can be turned in and divided evenly among the team members to count toward their personal fundraising commitments. This is a great way to help team members who are hesitant about reaching their goal!*



6. Share this graphic from our Facebook page with your team members to show how easy it is to raise \$200 in no time:



7. Aim high and become a team of Extra Mile Club members. Riders who raise \$1,000+ become members of the Extra Mile Club (EMC) and receive exciting perks throughout Ride Weekend. Push your team members to reach this milestone. EMC members are invited to the VIP tent at The Ride with a delicious lunch, complimentary beverages, deep tissue massage, secured bike parking and so much more. They will also receive the 2018 EMC jersey to proudly wear on Ride Day and additional incentives throughout the year.



Make sure your team is ready for Ride Weekend by using this team captain checklist:

- Training rides:** A great way to build team spirit is to train together. As the weather starts to warm up, numerous community training rides are held each week. Designate a member of your team to coordinate team members to attend these together. Read more about training rides at RideforRoswell.org and get an idea of what level is a good match for you and your teammates. **REMEMBER — this is not a race!**
- Motivate:** During the weeks leading up to The Ride, inspire your team members by sending them touching quotes, patient stories, photos and so on. Remind them that what they are doing is making a huge impact in the lives of the patients and families treated at Roswell Park.
- Design your team T-shirt:** Participate in the Best Team T-shirt Contest on Ride Day and create a shirt that everyone can wear to represent your team! Please bring an extra shirt with you on Ride Day to the Info & Team Services Tent to be entered into the contest. You could win an award, have your team announced on the main stage and earn really great bragging rights! The winner will be selected by one of Roswell Park's Courage of Carly Fund members.
- Reserve your team tent for Ride Day:** Team tents serve as a central gathering place on Ride Day. Complete the 2018 Team Tent Order Form or the 2018 Bring Your Own Team Tent Form available on the website to reserve your spot. Spaces are limited, so we encourage you to reserve early if you're interested.

- The week before:** Review the event details on our website carefully and make sure your team members are up to date on all of the logistical details! We'll email you these details as well so you can forward the information to your team members. Make sure they bring any offline donations that they've received in an envelope when they go to Packet Pickup.
- Get organized:** Will you be carpooling with team members? Do you want to meet at a certain spot near the start line or perhaps at your team tent? Make sure you communicate the plan with your team members.
- Decorate your team tent:** Rally the troops, pick a theme and get crafty with your team tent. All tents are automatically entered into the Team Tent Decorating Contest! This also comes with an award that will be announced on the main stage and, once again, those really great bragging rights. The winner will be selected by one of Roswell Park's Courage of Carly Fund members.
- RV for Ride Weekend:** Does someone on your team own an RV? Come stay the weekend in the RV lot! The reservation form will be available on the website closer to the event. We will also email the link out as Ride Weekend gets closer!
- Capture the moment:** Coordinate a time to have your official team photo taken on Ride Day. Make sure you share your photos with us on social media by using **#RFR18**.

SAFETY FIRST

Before Ride Day, make sure your team members closely review the Rider Safety information so that everyone is fully prepared.

If you've completed everything on the checklist, your team should be ready to ride! As the event gets closer, a schedule of the weekend will be available on the website and emailed to you, too.

Once The Ride is over, consider having a get-together for your team to honor everyone's achievements. Whether it's a formal happy hour or a backyard BBQ, this is a nice way to regroup, celebrate and share your favorite memories of Ride Day. **Don't forget — fundraising stays open through August 1.**



choose your **route** to a cancer cure.



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