

riding together to
end
cancer.

YOUR GUIDE TO BEING A 2018 RIDE FOR ROSWELL
WORKPLACE TEAM CAPTAIN

SATURDAY, **JUNE 23, 2018**
rideforroswell.org



The
Ride For
ROswell

PRESENTED BY **WEST HERR**
NEW YORK





welcome

Why lead a workplace team?

Each year, local companies join The Ride to show their support for Roswell Park Cancer Institute. From the mom and pop shops to large corporations, they all have the following things in common when they come together as a team:

- **Camaraderie & team building:** This is a great way for employees to engage with one another while making a difference.
- **Leadership:** Volunteering to serve as the team captain shows strong leadership skills and dedication.
- **Health & wellness:** Does your workplace value staying fit and active? Participating in The Ride encourages employees to take action to better themselves while feeling fulfilled.
- **Friendly competition:** You can create departmental teams within your company and send monthly updates to show who has raised the most money and has the largest team!

Interested in having a Ride representative come speak to your employees? Contact Allison at Allison.Polakiewicz@RoswellPark.org or **716-845-8846** to schedule a presentation today!



getting started

3

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.

Consider sending out the message below to your co-workers:

Dear (name):

I am excited to announce that on Saturday, June 23, (company name) will be participating in The Ride For Roswell, and I will be leading our team! Please consider joining team (team name) and making a difference in the fight against cancer.

Each year, more than 8,000 riders and 2,000 volunteers come together to raise funds for the cutting-edge research studies and patient-care programs at Roswell Park Cancer Institute, and this year, I will be one of them. (Insert your story here — why did you create this team? Who are you riding for? Why is this important to you?)

Let's all come together and raise funds to save lives. There are several route options available, with distances ranging from 3 to 102 miles. There's a route for everyone!

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

To join or support our team, visit (insert team page URL).

Sincerely,
(your name)

recruit

Once team members have signed up, encourage them to recruit their family and friends!

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 regularly and provide updates of 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 these e-newsletters on to your team members.



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

Step 3:

RAISE:

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.*

raise



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 our guide on Fundraising From A to Z 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 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 jersey to proudly wear on Ride Day and additional incentives throughout the year.

Step 4: **RIDE!**



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.
- 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.



PRESENTED BY **WESTHERR**
NEW YORK