



YOUR GUIDE TO BEING A 2021 RIDE FOR ROSWELL TEAM CAPTAIN

Thank you for joining us as a 2021 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!

Enclosed are our top recruitment and fundraising strategies to help your team have an impactful and memorable Summer of the Ride. To connect with other team captains, join the 2021 Ride for Roswell Team Captains group on Facebook.

GETTING STARTED

If you haven't already, 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!
- Your team page will be built for you, but you can make edits by logging 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.

TEAM RECRUITMENT

To be considered an active team, all you need is one other member, but the more the merrier! 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 virtual riders. **You can decide as a group if you want to join us at one of the physically distant rides on August 7, or choose the "Ride Your Own Way" option and get creative with your own route.**

- Think of as many people as you can to invite to join your team. We encourage you to aim for 10 members! Ask anyone and everyone including:

- 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!

- Remind your network that this is not a race. There are routes and opportunities available for people of all skill levels and ages!

Tips from our seasoned team captains:

"Our best recruiting tool was really just word of mouth. My first Ride, I rode alone. My sister then wanted to join. Once I got her involved, my father joined the team. It really snowballed after that and has become a family affair. We made sure to use social media platforms like Facebook and Twitch to show what we were doing and why, which helped drum up more interest in joining our team."

– Jonathan M.

"We use a lot of social media platforms and word of mouth!"

– Sandra S.

"Everyone is touched by cancer in some way, so it's never been a problem to try and get them signed up with us and fundraising for a great cause."

– Alex E.

"I ask anyone interested in riding! You would be surprised who will join!"

– Lisa M.

"The first year my wife and I rode and the next year there were 14 of us. Each year after we have had 25-39 riders. We have put together a good loyal team year after year thanks to word of mouth from our family and friends talking about the Ride."

– Alan M.

"I post on social and send an email to EVERYONE on my contact list! Even if I haven't spoken to them in years, once I share my story and invite them to join me, chances are they will either register to ride or make a donation to my team."

– Sue S.

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TEAM FUNDRAISING

More riders means more money raised by your team. These funds move us closer to finding cures 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!
3. **Encourage** your team members to connect their personal fundraising page to their Facebook if they are on social media. They will be presented with this option when they log in to their fundraising dashboard. Additionally, 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. **Fundraising rewards** start at \$100! Encourage your team members to make a list of 10 people to ask to contribute \$10, and they'll be eligible in no time! For example, ask:
 - > 3 friends > 2 co-workers
 - > 1 neighbor > 4 family membersDon't forget – fundraising stays open through August 31!
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.

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

Tips from our seasoned team captains:

"A large percentage of our team donations were collected by soliciting on Facebook. We also raised quite a bit from recycling bottles and cans."
– **Robby N.**

"We like to have a basket raffle at our family get together every year. We also get our team members together to attend the Beers & Gears events, connect our dashboards to our Facebook pages and email friends and family."
– **Bob G.**

"We mostly use social media and person outreach. We also did a virtual sign fundraiser! People could buy signs and other crafts and the proceeds were put towards our team."
– **Amy V.**

"We sell luminary candles all over our neighborhood. We also collect bottles and cans year round."
– **Casey C.**

"I made fabric shopping bags, decorated mugs and team car decals for my team to sell!"
– **Geri B.**

"One event that we are going to try and make as big as possible is a video game streaming event on Twitch. We're hoping for a huge turnout for that. We're so excited!"
– **Jon M.**

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