



YOUR GUIDE TO BEING A 2024 RIDE FOR ROSWELL TEAM CAPTAIN

Thank you for joining us as a 2024 Ride for Roswell team captain and committing to fundraise to end cancer. 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 ride. To connect with other team captains, join the 2024 Ride for Roswell Team Captains group on Facebook.

GETTING STARTED

Register your team by selecting "Create a Team" on rideforroswell.org. Get creative with your team name!

- When you register, your team page will be built for you, but you can make edits by logging in to your fundraising dashboard. Be sure to include:
 - Your team's story and why Ride for Roswell is important to you.
 - A picture to represent why you're riding and fundraising.
 - 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 members you recruit to do their part in this fight, the greater the impact you will make! There is no limit on the size of a team and you don't all have to ride the same route! **Ride as a group on June 22, 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! No matter how you Ride for Roswell, you're committing to raise needed funds to advance cancer research and provide a better quality of life to cancer patients everywhere.

Tips from our seasoned team captains:

"Early is better, start recruiting in January!"
— Robin A.

"I recruited friends of mine who were familiar with my experience with cancer. Some of them had their own experience and invited their friends as well. It continues to grow from there."
— Jordan S.

"We put up your professionally printed posters at all water fountains and kitchenettes at work. We also posted on our intranet!"
— Kristen F.

"Personal invitations, one-on-one emphasizing fun AND freedom to choose how much you want to ride."
— Lori R.

"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.

"Start early with registration for your team. Communication on social platforms reminds friends of your excitement and importance of why you're riding so then in turn they donate or, even better, join your team and create a bigger stream of donations for your team to multiply your group impact!"
— Jen U.

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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 cures for cancer.
5. **Hold a team fundraiser!** 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, the possibilities are endless. Post your event to your social media accounts to promote it!
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:
 - > 4 family members > 2 coworkers
 - > 3 friends > 1 neighbor
7. **Aim high** and become a team of Extra Mile Club members. Riders who raise \$1,500+ 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 **more than 80%** of the funds raised annually at Ride for Roswell?

Tips from our seasoned team captains:

"Use your strengths. I'm known for my baking skills at work so I started doing a bake sale 2 years ago. It raises about \$2,000 per year."
— *Jessica L.*

"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.*

"Facebook is the largest. We also ask coworkers who aren't participating to donate. "If you can't make it, consider donating" type of verbiage."
— *Kristen F.*

"I have established an email newsletter that I send out to current and past team members. We give shout outs to those members who are making headway in their fundraising, offer challenges and make sure they know about any special events such as the kick off."
— *Anne J.*

"We get together monthly for happy hour. Everyone who comes donates \$5."
— *Pete S.*

"Email, snail mail and personal conversations. It helps to add your own personal story of why Roswell Park fighting cancer is important to you. Encourage some competition among your team members by positively reinforcing those who meet a milestone or goal. An email to the group, "Congratulations to Jeanne, she reached her \$500 goal."
— *Lori R.*

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