

# RUN



## TEAM CAPTAIN GUIDE

# CYCLE



**THE ANTI-CANCER CHALLENGE**  
UCI | CYCLE & RUN FOR CURES

# VOLUNTEER



# 1 GOAL SETTING

## PARTICIPANTS

Set a goal for the number of team participants you will have.

- Teams are comprised of two or more people. However, **we encourage you to rally at least 10 participants for your team.** Let's make a real impact on cancer with collective fundraising.
- Teams can include riders of any distance and pace, 5K runners or walkers, virtual participants, stationary bike riders, and volunteers.
- Teams can be a personal team for friends and family members, or a corporate team for a business.
- The Anti-Cancer Challenge is not a competition. The cycling challenge is not a race- it's a ride. The 5K challenge includes runners and walkers. So don't let your friends be discouraged by the competition. A participant moving at a snails pace can make a huge impact on cancer while having fun.
- If you have a large corporate team, have departments set their own goals and create a little internal competition.

10 POSSIBLE TEAMMATES	
1.	_____
2.	_____
3.	_____
4.	_____
5.	_____
6.	_____
7.	_____
8.	_____
9.	_____
10.	_____

## FUNDRAISING

Set a team fundraising goal that exceeds the minimum. Team goals include the total raised by each individual on the team.

- Goals should be **impactful**. With many people working together you can achieve much more than individually raising funds. Set a goal that will excite your team.
- Goals should be **attainable**. You want your teammates to believe they can achieve the goal and work towards it.
- Goals should be **promoted**. Post your team goal on your team page, your social media, and email. Make sure everyone you engage knows your team goal.
- Goals should be **relateable**. Make a goal for yourself showing your commitment to reach your team goal. This will inspire your teammates to increase their personal goals to reach your team goal.

Total # of Team Members	_____
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Minimum \$ Team Goal	_____
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Suggested \$ Goal/ Team Member	_____
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# RECRUITMENT



## 1 SET UP YOUR TEAM

After selecting a great team name and registering your team, it's time to share the news.

- **Set up your team page.** Include your companies logo, a general Anti-Cancer Challenge logo, or a picture of you. Just get it started. Include a story on why you started this team. Don't forget to post your teams goal.
- **Link it.** Create an easy and unique URL link to your team page using your team name.
- **Show off.** Set up a Facebook team page and link it to your team page to make it easy for people to get more information.

## 2 ASK

Now you are ready to ask people to join you.

- **Share the news.** People can't join your team if you never ask. Use our easy email template to invite your network to join your team. Post on your Facebook that you are looking for people to rise to the challenge and join you.
- **Easy participation.** Remind your friends they can participate as a rider of any distance, 5K runner or walker, volunteer, virtual participant, or stationary rider. It's so easy to get involved in finding a cure.
- **Ask, then ask a few more.** Ask everyone who joins your team to recruit at least one other teammate.
- **Don't forget the details.** Include details on how to join your team. Provide the link to register and your team name to make it easy for people to join you.

## 3 DON'T STOP THERE

Think of building a team as an ongoing process.

- **Invitations.** Continue to invite people to join your team. Encourage team members to use their personal pages to invite teammates.
- **Create interest.** Update your team profile page, Facebook page, Twitter and Instagram. Use social media to help you spread the word.
- **Goal oriented.** Encourage teammates to work towards the team goal, schedule training rides or runs to connect teammates, and continue to check in with your team.

# INCENTIVES & TEAM SPIRIT



## THE PERKS KEEP COMING

In addition to the perks you can earn as an individual participant, we offer perks for teams. We have incentives and awards for fundraising milestones.

<b>\$25,000</b>	10 x 10 tent in Team Village during Anti-Cancer Challenge Weekend
<b>\$50,000</b>	10 x 20 tent in Team Village during Anti-Cancer Challenge Weekend
<b>\$100,000</b>	20 x 20 tent in Team Village during Anti-Cancer Challenge Weekend

## TEAM JERSEYS/ SHIRTS

Show your team spirit by wearing a custom designed team jersey/ shirt. Pactimo is the official jersey of the Anti-Cancer Challenge. As part of their commitment to a cancer-free world, Pactimo offers a 20% discount on your custom clothing for teams participating in the Anti-Cancer Challenge.

## RIDE WITH HONOR

Unfortunately, most people have been affected by cancer. And while we are fighting to change that, what better way to boost morale than to ride for loved ones who have been affected by cancer. Ride or run as a team to honor loved ones. Put their name on your jersey, shirt or bib as you ride.

EVENT DAY AWARDS
<b>Best Jersey</b>
<b>Most Spirit</b>
<b>Largest Team</b>
<b>Top Fundrasing Team</b>

# TEAM FUNDRAISING 4

## TEAM BUILDING

### Friendly Competition

- Create a little friendly competition with another Anti-Cancer Challenge team to see who can recruit more teammates or raise more money.
- Create competition within the team. Who can share the team Facebook the most, recruit the most teammates, raise the most money? Create incentives for the winner and watch your team have a great time.
- Create your own team awards. Have members compete for the title and host a small awards ceremony after the ride.

### Get Crazy

- If your team reaches, or exceeds it's fundraising goal offer to do something crazy to excite and motivate your team. Shave your head, sing in public, wear a costume on your next training ride, whatever you do get creative and have fun.

### Incentives

- With each \$100 raised team members have the opportunity to win something. For personal teams, consider a special home-cooked meal, or a gift card to a favorite place. For corporate teams, consider a day-off, lunch with the president, or a preferred parking spot for a month.

## TEAM UPDATES

### Communication

- Check in often with your team. Offer encouragement or support to keep your team on track. Also communicate important information like deadlines.

### Know Your Stuff

- Knowledge is power. Review the 10 things you should know about the Anti-Cancer Challenge to answer questions along the way.
- Know your deadlines. Deadlines for final fundraising deadline, final goal deadline, and make sure you know when things are happening so you can communicate with your team.

### Team Incentives

- Remind team members of team incentives and awards to increase fundraising.

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# TEAM PROMOTION

## Promote Your Team

- Consider local or company newspapers, merchants, community/ company events, etc. to show off what your team is doing and encourage support. Don't forget to post a link to your team page to make it easy for people to donate.

## Matching Gifts

- Find corporate matching gifts to support your team in their fundraising efforts. Encourage team members to take advantage of matching gifts.

## Show Off

- Find local sponsors to sponsor the team. Wear their logo when you ride.
- Create your own team bike jerseys to wear during group trainings.

## Update Your Information

- Continuously update your Team Page at the Participant Center, your team Facebook page, and keep posts current to engage your team and engage fundraising networks.
- Encourage your teammates to keep fresh updates on their personal pages.

## Get Social

- Don't forget to post Facebook, Google+ or Twitter updates when you hit important milestones towards your fundraising goal, or use Instagram to show a training ride your team just finished. Show off what your team is doing!

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# TEAM EVENTS

Don't assume your teammates know each other. Build team rapport until the ride.

## Host Team Fundraising Events

- We have listed tips for fundraising in the **Participant Guides** for cyclists and runners. Make fundraising fun by selecting a few activities to do as a team. Host a bake sale, car wash, auction, get crafty together, or enjoy a little March Madness. Select different types of activities to engage teammates with different interests.

## Organize Team Activities

- Schedule training rides or runs to encourage riders and runners to train while building team camaraderie.
- Schedule a bike clinic for team members to learn more about maintenance and bond together in the process.

## Empower Riders & Runners

- Create a shared calendar so team mates can share ride or run schedules.
- Create a Google Drive where team mates can share training and health tips, fundraising tips and information.
- Check in on team members who are struggling to meet their goal.

# TEAM PLANNING

TEAM NAME: \_\_\_\_\_

TEAM CAPTAIN: \_\_\_\_\_ CO- CAPTAIN: \_\_\_\_\_

Target number of team members

Team recruitment kick off announcement: **DUE DATE:**

Target \$ goal for each team member

Customize and email team fundraising page: **DUE DATE:**

Target team \$ goal

Email members announcing goals & activities **DUE DATE:**

Email members announcing team events **DUE DATE:**

Email thank you to all team members: **DUE DATE:**

TEAM ACTIVITIES	DUE DATE	\$ GOAL
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

FUNDRAISING ACTIVITIES	DUE DATE	\$ GOAL
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

# 5 EVENTS

## MARK YOUR CALENDAR

### **Saturday, February 4, 2017**

Rally- Join us for World Cancer Day at The Cyclist in Costa Mesa.

Invite your friends and potential team recruits for food, participate in a training ride, and to learn more about the Anti-Cancer Challenge. Don't forget to bring your bike for a quick tune up.

### **Saturday, April 8, 2017**

Rally- Join us for National Cancer Control Month at The Cyclist in Costa Mesa.

Invite your friends and potential team recruits for food, participate in a training ride, and to learn more about the Anti-Cancer Challenge. Don't forget to bring your bike for a quick tune up.

### **Thursday, June 8, 2017**

#### **Fundraising Commitment Deadline**

If you have not raised your fundraising commitment, your card will be charged for the amount outstanding.

### **Saturday, June 10, 2017**

Anti-Cancer Challenge Festival and Packet Pickup

2:00p.m. - 6:00p.m.

Angel Stadium

### **Sunday, June 11, 2017**

Anti-Cancer Challenge Ride and Run

6:00a.m. - 5:00p.m.

Angel Stadium

### **Friday, June 30, 2017**

Fundraising Goal Deadline

The last day to submit donations for the Top Fundraiser Clubs. You will NOT be charged for the remainder of your goal.