

TEAM
Captain
TOOLKIT





Oh Captain, My Captain...

Thank you for stepping up to lead your Paceline! Your leadership means so much more than ordering jerseys or coordinating training rides. It means leading a group of individuals to push themselves physically and financially, encouraging each individual to step outside of their comfort zone and help set the pace to end cancer.

First things first: ***you are not alone in these efforts***. The Paceline team is here to help you engage your team in the most successful and meaningful way possible. This toolkit is intended to help by providing you a framework of timelines and suggestions, as well as inform you of how the Paceline team can help.

If you have any questions, please don't hesitate to reach out.



Martyn Jones
President
mjones@pacelineride.org



James Holmes
Growth Officer
jholmes@pacelineride.org



Cayla Long
Momentum Officer
clong@pacelineride.org



Ellice Whatley Bowman
Creative Officer
ewhatley@pacelineride.org



Team Building Guide

Step 1: Set a Goal

Use the chart below to create your team fundraising goal.

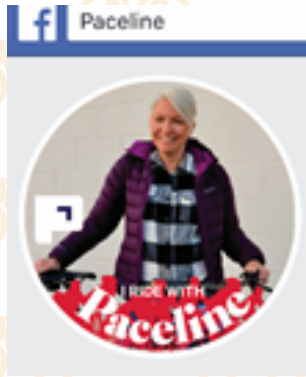
\$	Number of riders: _____. Each rider is encouraged to beat their fundraising minimum of \$300 or \$400 depending on the route they chose.
\$	Your personal fundraising goal. (Lead by example and show your team members how easy it is to raise funds for a great cause)
\$	Corporate matching. (Do any of your Riders' companies match donations?)
\$	Team fundraising events/activities. (Create some Fundraising activities to spur excitement and raise funds.)
\$	Total Team Fundraising Goal.

Step 2: Recruit Riders

- Circulate a communication to your friends and family.
- Hang Paceline posters at your workplace, gym, church; display Partner decal at workplace, and update your Facebook page.
 - Contact ewhatley@pacelineride.org for posters or assets.
- Plan a kickoff to sign up riders and get them excited.
 - Lead short presentations at kickoff event.
 - Share your cancer experience or a team members cancer experience.
 - Discuss goals and incentives.
- Share resources with the team:
 - [Fundraising Toolkit](#)
 - [Paceline and Georgia Cancer Center Video](#)
 - [Ride Weekend 2019 Video](#)
 - [Ride Weekend 2019 Images](#)
 - [Paceline Brand Toolkit](#)



Custom Branded
Cover Photos &
Profile Images



Publicly showcase
your support of the
Cancer Center and
Paceline!



Place the Paceline Partner window cling on
the front of your Company/Organization.



Step 4: Create Excitement

- Create internal incentives to recognize the top individual fundraiser.
 - Incentive ideas:
 - Team t-shirts
 - Sporting events/concert tickets/movie tickets
 - Electronics prizes (ex: AirPods)
 - Gift certificate to a local restaurant
- Host Team Training Rides!
- Order Team Jerseys!
 - As a Paceline team, you are eligible for special pricing on team jerseys and cycling apparel with Giordana Custom. Order by **August 13, 2021** to ensure delivery in time for Paceline Weekend. Contact Kem Newman with Giordana Custom to get started with your free design at 704.943.7918 and kem.newman@gitabike.com.



- Send continual communications:
 - Announce your team's internal kickoff event(s).
 - Create excitement with updates on your team's progress and incentives through internal emails to all riders.
 - Provide fundraising suggestions to all riders and share your team's fundraising success via email.



Step 5: Raise Money

- Ask every rider on your team to raise at least the fundraising minimum.
- Send a letter to vendors to solicit them to ride on your team, make monetary donations or donate incentive prizes.
- Hold at least one team fundraiser.
- Use Paceline's Donation cards to fundraise.



Use the Paceline Paper Bike Icons to help your team fundraise. For each donation, post an icon with the donor's name. Create a fun competition to see who can get the most donations and bike icons on the team!

Step 6: Celebrate Your Team's Success

- Attend the ride. Take a team photo. Celebrate!
- Thank your riders and share your team's fundraising successes.



Sample Join Our Team Email from Team Captain

Dear Friends and Colleagues,

We are forming a team to participate in Paceline's PaceDay 2021 and I hope you'll join us. Paceline Ride Weekend is about rallying our community to team together to prevent, fight, and eradicate cancer. Paceline has a place for everyone, offering routes for all skill levels and opportunities to be involved without having to ride a bike.

And the best part, **100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.**

By joining {Team Name} team and raising funds for this important cause, you'll be making a real impact on the fight against cancer.

It only takes 3 steps to cure cancer faster!

- 1) Visit our Team Page at [\[insert team URL here\]](#).
- 2) Click the "Join Our Team" button.
- 3) Follow the prompts to register.

Once you've joined the team, we'll need your help to reach our team fundraising goal of {team fundraising goal}. Paceline provides all the tools we need to reach our goal, including your own personal fundraising page, and we'll host team events for {team name} Riders, friends and families. I'll be here for additional support as well.

Thank you,

[NAME]



Important Dates

Team Jerseys, August 13, 2021

The final day to order team jerseys with Giordana Custom in order for them to be in-hand by event weekend is August 13, 2021.

Route Changes, September 16, 2021

Please notify the Paceline team of any route changes by September 16, 2021. We plan the safety and support of the Paceline routes based on the number of Riders. You are able to increase or decrease your route, but please note that you can only increase your fundraising goal. If you choose to decrease your route, your corresponding fundraising goal will not decrease.

Registration Cancellation, September 16, 2021

In light of Covid-19, Riders are allowed to cancel their registration and fundraising requirements by September 16, 2021 if they are unable to participate in PaceDay due to Covid-19 or other health concerns.

Packet Pick-Up, October 15, 2021

- Packet Pick-Up is Friday October 16, 2021.
- Riders check in and pick up their Rider bag with special branded merchandise and Rider credentials.
- Riders can check-in bikes and drop bags for a change of clothes at the finish on Saturday.
- Riders get to bring 1 guest for free to the Finish Line Celebration on Saturday, which includes food, beverage and live entertainment. Additional guests have to pay for meals in advance.
- Times and location specifics will be announced soon.

PaceDay, October 16, 2021

- Riders are encouraged to invite their family and supporters to the Finish Line Celebration.
- Times and location specifics will be announced soon.

Fundraising Deadline, December 5, 2021

All Riders fundraising minimums must be met by December 5, 2021 at 11:59 p.m. For Riders who have not met their fundraising minimum by 12/5/21, their card used at the time of registration will be charged the remaining amount.