TEAM Captain TOOLKIT

PaceDay 2021

PACELINE

Oh Captain, My Captain...

Thank your 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.

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Corporate 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.** (Does your company match donations?)
$	**Corporate sponsorship.** (Would your company like community publicity?)
$	**Business Partners.** (Can your company's vendors support your team efforts?)
$	**Team fundraising events/activities.** (Create some Fundraising activities to spur excitement and raise funds.)
$	**Total Team Fundraising Goal.**

Step 2: Recruit Additional Team Captains

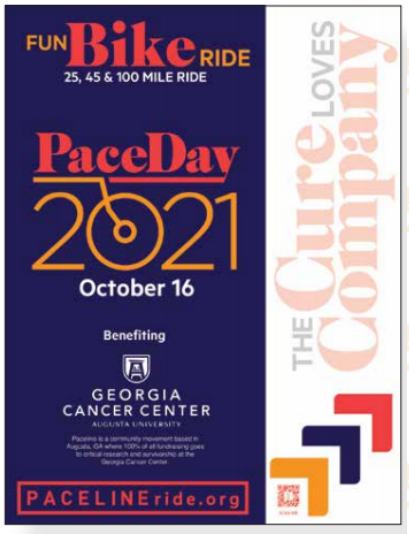
- Recruit multiple team captains by department, floor, group, etc. Get the word out through an internal memo to all department heads, asking them to identify team captain candidates or to serve as captains themselves.

- Consider holding one or more "all-team captain meeting(s)" to discuss team goals/actions/progress.

Step 3: Recruit Riders

- Circulate an internal memo from a top executive to all employees, encouraging them to join the team.
- Hang Paceline posters, Partner decal, and update the company Facebook page.
  - Contact ewhatley@pacelineride.org for posters or assets.
- Plan an internal kickoff to sign up riders and get them excited.
  - Lead short presentations at management and/or staff meetings or hold a company-wide kickoff event.
  - Share an employee's 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, top fundraising team captains or top fundraising department/team.
  - Incentive ideas:
    - Company team t-shirts
    - Special parking space for a week/month
    - Lunch with the executive team
    - Sporting events/concert tickets/movie tickets
    - Special casual day
    - Electronics prizes (ex: AirPods)
    - Time off with pay
    - 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 internal 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 company team, make monetary donations or donate incentive prizes.
- Hold at least one team fundraiser.
- Use Paceline's Donation cards within your company 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 Email from President/CEO to Employees (Endorsement)

Subject Line: Partnership with Paceline and Support of the Georgia Cancer Center

I'm excited to share that [Company Name] is partnering with Paceline for this year's ride event on October 16, 2021. Our participation will forward the mission of Paceline: to cure cancer faster. 100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.

Participating in our Paceline team is a great way to create camaraderie within our organization and will have a positive impact on our image in the communities we serve.

Our goal is to have [XXX] riders on our team—this includes employees, their families and friends—and to raise $[XXXXX]. We know this is a large fundraising goal, but when [Company Name] employees set our minds to something, we achieve it!

Please join our team, [Team Name]. By joining the company team, you'll enjoy an extraordinary experience, celebrating and commemorating lives touched by cancer and helping to cure cancer faster. To join our Paceline Team, register today by clicking [team link].

All employees and their families are invited to join the team, raise funds and attend this fun bike ride. 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.

Together, Paceline and [Company Name] can fund local, groundbreaking research and patient support.

All my best,
[Name]

Sample Email from Top-Level Management to Recruit Fundraising Riders

Dear Colleagues,

Our company is excited to announce that we are raising money to support Paceline for PaceDay 2021 on October 16, 2021. Our participation will forward the mission of Paceline: to cure cancer faster. ***100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.***

All employees and their families are invited to join the team, raise funds and attend this fun bike ride. 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.

We're asking employees to join Team [Company] and register today [include registration link].

Funds are raised by sending out emails (every registered rider receives his/her own online fundraising page), asking for donations, submitting matching-gift forms and holding fundraising events. For more information about Paceline, visit PacelineRide.org.

Thank you for your support. I look forward to seeing you at PaceDay 2021!

Sincerely,

[Name]

Sample Join Our Team Email from Team Captain

Dear 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 {company name's} 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 {company name} employees, friends and families. I'll be here for additional support as well.

Thank you,

[NAME]

Internal Kick-off How to Guide for Team Captains

An “internal kickoff” is a team-building and recruitment event put on by a Team Captain to help generate support for the company’s Paceline team. Similar to a “pep rally,” your internal kickoff is an opportunity to present Paceline, its mission and event details to potential team members and solicit their participation.

Example of a Corporate team internal kickoff:

- After seeking permission from the company, the team captain books the conference room at ABC Company from noon – 1:00 p.m. two weeks in advance and sends out an email to their colleagues to invite them to attend the company Paceline Internal Kickoff.
- The team captain invites the company president to attend the internal kickoff and to lend his or her support to the effort.
- The team captain invites a Paceline team member to attend the internal kick off and to speak about the mission of Paceline.
- In the days leading up to the kickoff, the team captain sends reminder emails to his or her colleagues to help maximize attendance at the kickoff.
- At the kickoff, the team captain and the Paceline team member present Paceline to potential riders. They show a video about Paceline and the company president lends his or her endorsement to the effort. They announce their first fundraising activity, answer questions and show people how to sign up for the team online.
- By the time the kickoff is over, the team has grown to 25 people, each of whom is committed to contributing to the fundraising success of the team through their personal fundraising and by supporting team fundraising events.

Things to do in advance of the internal kickoff:

- Determine a suitable venue, such as a conference space within your company.
- Lots of promotion prior to the kickoff to ensure strong attendance.
- Team Captain and Paceline team member prepare together on an agenda for the kickoff and materials to share at the event.
- Hold a drawing for all riders who register before and during the kickoff to promote rider registration.
- Include endorsement from corporate leadership about why this company supports Paceline and its mission.
- Ask the leadership team/ company president to give incentives for fundraising levels/winners.

Things to do during the internal kickoff:

- Announce all promotions and prizes from Paceline and any team specific incentives.
- Announce and recognize the team captains.
- Show a Paceline video to give potential team members a great visual of the event and connect them to the mission of Paceline and the Georgia Cancer Center.
- Encourage individual rider fundraising – promote all riders to raise at least the fundraising minimum.
- Announce the team's fundraising events details and dates.
- Include a mission speaker (from the company if possible).
- Make sure there is a specific call to action: Join Our Team. And give everyone the URL to join and directions on creating their own page.
- Take attendance so you will know who to follow up with.

Team Fundraising Ideas

Writing letters and using your personal Paceline fundraising page are proven, successful fundraising methods. When asking for donations, remember these helpful tips:

1. Ask everyone you know to donate, join your team or start a team of their own. Send your fundraising letter/email - with a link to your Web page - to your holiday card list, business and networking contacts, company vendors – everyone you can think of.
2. Do you have a Facebook/Instagram/LinkedIn page? Be sure to promote your fundraising efforts on those sites and include a link to your fundraising Web page.
3. Include that 100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.

If you have a connection to the mission of Paceline and the Georgia Cancer Center, be sure to include your personal story.

As you create a fundraising plan for your team, consider planning one (or more) of the following successful fundraising events to help your team reach its goal.

Plan a Dress-Down Day/Casual Fridays/Spirit Day

Steps to success:

- Dress-Down Fridays will be offered on (list specific days).
- Participants will pay $5 on those days to dress casually/in favorite sports team apparel, etc.
- Participants will turn in funds to their team captain.
- The event will be promoted via email the week before each Dress-Down Friday.

Send Out a Vendor Letter

Steps to success:

- Compile a list of all company vendors, such as janitorial services, food services, tech support, building management, software, insurance carrier, legal services and so forth.
- Write the email/letter and ask for a specific amount. Sample vendor letter is available.
- Follow up! Contact your vendors by phone and/or email to encourage them to donate to your team and remind them of the fundraising goal and deadline.

Use Incentives to Encourage Team Registration & Fundraising

Examples of incentives:

- The CEO parking space for a month to the team member who raises the most funds that month.
- Lunch with the CEO for the first three team members to raise $X.
- A day off (with pay!) for the top team fundraiser at the end of the campaign.
- Company swag.
- A gift certificate to a local restaurant.

Sample Email to Update Team Members about Team's Fundraising Efforts

Dear Team,

Thank you so much for your participation in this year's Paceline Ride Weekend. It's already [Insert Date] and the ride will be here on [date of event weekend]. We need all of our team fundraising in order to hit our team goal of $[Insert Team Fundraising Goal]. Remember, the funds we raise today will play a critical role in curing cancer faster!

Here is where we are to date:
Riders Recruited:
Team Fundraising Goal: $
Amount Raised to Date: $

Below are some steps you can take this week to reach your fundraising goal:
• *Lead by example.* Make your own personal donation, if you haven't already.
• *Personalize your personal fundraising webpage.* Potential donors are more compelled to donate when they know why you're passionate about raising money for Paceline and the Georgia Cancer Center.
• *Send donation request emails to your friends and family.* Oftentimes, people need to be asked 3 times before they donate, so don't forget to send reminders. Give updates on your fundraising progress, remind them of your goal and deadline to donate (Pro Tip: Tell donors the deadline is 3 days before the actual date to give room for a final push.)

- *Use Social Media.* Use your Social Network to update your status on Facebook, Twitter, LinkedIn, Instagram or other social network and ask for donations.
- *Include Your Link in your Email Signature*. Include your personal fundraising page link in your corporate email signature along with a call to action: I'm setting the pace to end cancer! Help me cure cancer faster and donate to my Paceline ride goal at [insert personal URL here].

Did you know that fundraising online can help you raise more money in a shorter amount of time?

- Participants who fundraise online raise more than those who do not.
- There are email templates in this packet that can get you started.
- You have access to more potential donors with email and text messages because there are no geographical boundaries!

Thank you,

[NAME]

Conducting a Vendor/Business Partner Campaign

Your solicitation to vendors should be personal, from a company representative to a vendor representative. The key is having the right person make the request!

Sample Letter for Vendor/Business Partner Ask

<Date>

<Contact Name>
<Address>
<City, State Zip Code>

Dear <Contact Name>:

<Company Name> is proud to support Paceline's mission to cure cancer faster through our participation in the 2021 Paceline Ride Weekend. ***100% of all fundraising supports critical research and survivorship at the Georgia Cancer Center.***

<Company Name> has set an ambitious goal to raise $<Amount>. We truly value the partnership that <Company Name> has developed with <Vendor Company Name>. We view you not just as a vendor, but as a partner with <Company Name>, in the effort to make our communities the best they can be.

<First Name>, I am asking you to contribute to help us reach our goal.

We are proud of our strong partnership with Paceline, a partnership that continues to advance research in the treatment and prevention of cancer. Your company's participation will help us continue to fund the work the Georgia Cancer Center is doing to support patients throughout the region.

I look forward to your company's support of our efforts. If you have any questions or need more information, please contact our team captain at <Contact Information>.

Sincerely,

<Name>
<Title>, <Company Name>

10 Weeks of Fundraising Ideas

Week 1

Use your online fundraising page. Personalize your fundraising page and then share the link on all of your social media channels. Ask your friends and family to donate. Add your fundraising link to the signature of your personal and professional email accounts.

Week 2

Write an email about why you are riding and send it out to friends, family members, colleagues, etc. Remember: The bigger your mailing list, the more money you'll raise. Content of email: Fundraising Goal, Fundraising Deadline, Paceline Mission. Share a mission moment with your donors and potential donors.

Week 3

Look into matching-grant programs. Find out if your company has a matching-gifts program and be sure to include a request for company matches to anyone you ask to donate.

Week 4

Tell 10 new people about Paceline. Explain to them why you participate and ask if they will contribute toward your fundraising efforts. Ask them to share your efforts with 5 additional people as well.

Week 5

Hold your own fundraising event. Hold your own live or silent auction, host a backyard BBQ, or have an internal company event. Use the Third-Party DIY Kit with branded signage to make sure people know that proceeds from your event benefit Paceline and the Georgia Cancer Center.

Week 6

Set a goal to raise $1,000 or more. How? It's easier than you think! Let people know your goal and you might be surprised at how quickly they support you. Let them know how important it is to you to reach your goal and keep them updated on your progress!

Week 7

Follow up on your email. Call or send an email reminder to the people you sent the original email to (and anyone you might have forgotten!) Let them know that Paceline Ride Weekend is coming up and you need their help to reach your goal! Share with them how much you've raised to date and let them know you are still raising money. Remind them of the deadline and create a sense of urgency. Share a mission moment with your donors and potential donors. Corporate Team Idea: Create an internal competition and give prizes for the most funds raised that week. Use this in your donor emails as a reason for giving that week.

Week 8

Host a Brown-Bag Day at work. Have employees/co-workers bring a brown-bag lunch and donate the cost of what they would have spent at the cafeteria or a restaurant to your team. You can provide drinks, dessert and/or music to create a fun atmosphere.

Week 9

Follow-up, Follow-up, Follow-up. It can take 3 asks (or more!) to get a Yes. People plan to donate but get busy and need another friendly reminder. Follow-up with your potential donors today. Remind them you have one more week for fundraising, include your goal, and current amount raised. Create a sense of urgency and excitement in your donors!

Week 10

Celebrate! It's Ride Week! Share one final reminder on your social media channels. Push to surpass your personal goal or share your team goal. Thank everyone who has donated to date. Share a mission moment with your donors and potential donors.

If you are interested in hosting a DIY fundraising event that you would like Paceline to promote for participation, please email ewhatley@pacelineride.org with the event details.

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 Cancelation, 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.

Fundraising Deadline, October 31, 2020