On behalf of The Center and the Cycle for the Cause team, thank you for being a Team Captain! Being a Team Captain for Cycle for the Cause is one of the most rewarding experiences a participant can have, and we’ll be here to support you every step of the way.

First, thank you! Serving as Team Captain is a lot of work, but we are here to help you lead every step of the way. What does being a Cycle for the Cause Team Captain really mean?

In a nutshell—you are the team’s communication nerve center. You make sure to keep your team active, motivated, and excited for what will be one of the most epic weekends of their lives.

To help you achieve Team Captain excellence, we’ve developed a checklist that will keep you organized and on top of your team’s experience from start to finish. Follow these steps to make your team’s recruiting, fundraising, and training a breeze!

**Getting Organized**

- Talk to your organization or company and The Center about a plan for discounted registration based on what your organization can support as an incentive:
  - Paying registration fees
  - Providing fundraising dollars to anyone that registers, up to X# of registrations
- Set up a unique team promo code with the C4C staff
- Set up a team name and your team page with the C4C staff, including your team’s fundraising goal

**Registration**

- Plan a registration info session (in-person or via webinar)
  - Follow up with participants who attended but did not sign up
- Reach out to your personal network or ask your company’s marketing team or other departments for their help and get the word out through:
  - Intranet
  - Personal/internal social media
  - Information boards
  - Organization e-newsletters
  - Organization meetings/events
  - Employee Resource or Affinity Groups
- Plan a follow-up registration event 1-2 months later, depending on the time of year

**Fundraising**

- Ensure your team members understand how to personalize their page, set their personal goals, send out e-mails and track their progress
- Make sure they are aware of the awesome C4C fundraising incentives
- Plan a fundraising event or two! (Happy hours, bake sales, etc.)
- Make sure your team members know how to submit matching gifts from your company (or their donors’ companies)
**Training & Preparation**

- Make sure your teammates are aware of the C4C event calendar for information sessions, fundraising webinars, training rides, and more
- Ensure your teammates are receiving C4C communications and follow the C4C social media channels
- Ensure your teammates receive the training resources from our C4C staff
- Plan some training rides or spin classes with your team, including a beginners’ ride to review bike and gear questions
- Make sure everyone fills out their Travel Planner & Medical Form when Center staff send it out over the summer (hotel roommate preferences, travel preferences, allergies, medical conditions, etc.)
- Work with teammates to coordinate jerseys for all three days of the Ride
- Continue to communicate any exciting logistics updates throughout the season

**Post-Event**

- Plan a celebration event
- Encourage team members to thank their donors
- Make sure team members submit any outstanding donations
- Schedule a wrap-up meeting to collect feedback and notes and encourage registration for next year!

**Online Resources**

- **Training**
  - New Riders: Beginner’s Guide to Training & Preparation
  - 12 Week Training Plan
  - Bike Safety Checklist (a helpful guide to bring to Bike Shop for tune-ups)
  - NY/NJ Area Searchable Rides by Mileage/Difficulty
- **Fundraising**
  - Fundraising 101 Tips & Tricks Graphics
  - Social Media Toolkit
  - DonorDrive Participant User Guide

All of these resources are available on our [DonorDrive Participant Resource Center](http://cycleforthecause.org).