



# Team Captain Toolkit

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[24foundation.org](http://24foundation.org)

# Team Captain Checklist

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## Recruit

- Invite team members, friends and family to like our [Facebook page](#) to find out about weekly promotions and contests we run
- Invite your team members and potential team members to our happy hour series, Buzz 24
- Spread the word via social media about team meetings, gatherings and community events
- Hold a breakfast or lunch presentation with a 24 Foundation staff person at your office or favorite restaurant
- Spread the word via social media by posting the link to your team fundraising page and ask individuals to join your team

## Fundraise

- Add your personalized fundraising link to your email signature, and invite your team members to do the same
- Spread the word via social media by posting the link to your personal fundraising page
- Pass on birthday and holiday gifts and ask for contributions to your fundraising efforts instead
- Personalize your team page in the participant center with your team's special touch through photos, videos and your story and invite your team members to do the same once they register
- Be on the lookout for our fundraising contests, which provide fun incentives to help boost fundraising

## Make an immediate impact

- Spread the word. Request 24 Foundation yard signs, posters, handcards, stickers and pens to promote the event (you can request these at [contactus@24foundation.org](mailto:contactus@24foundation.org))
- Hold a community event bake sale, BBQ or other special event to raise funds as a team and get the community involved
- Schedule weekly or monthly rides or walks with your team to train for mileage goals
- Schedule a team meeting or call before the event to delegate event day responsibilities

# Recruitment - Grow your team!

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Events are always more fun with more friends and family by your side, right? Right! We want to help you have the most fun and enjoyable event experience possible while joining us to change the course of cancer, which all starts by growing your team! It's as simple as making an ask and inviting friends to join you. Follow these easy steps to start recruiting teammates!

## Step 1: Brainstorm

List five to ten social circles you are a part of. Anything goes, whether these are family, work, neighbors or friends. Start brainstorming here and don't forget to ask the team members you bring on board to do the same thing! We'll start the first few for you...

- |                     |           |
|---------------------|-----------|
| 1. Facebook friends | 6. _____  |
| 2. Coworkers        | 7. _____  |
| 3. _____            | 8. _____  |
| 4. _____            | 9. _____  |
| 5. _____            | 10. _____ |

## Step 2: Outreach

Now that you have your social circles listed, what is the best way to connect with your team members?

- Log into Team Page
- Edit your Team Page
- Communicate with your team through the comment features
- Share your team page on social media (i.e. Facebook, Twitter, etc.)

## Step 3: Engage

Here are a couple of examples of ways to connect with your team:

- Schedule a Meeting with the 24 Foundation Fundraising and Recruitment team**  
We can tell your team more about 24 Foundation events over the phone or in person— coffee meetings, lunch and learns, happy hours—anything goes! Email [contactus@24foundation.org](mailto:contactus@24foundation.org) to schedule one with our team!
- Get Connected**  
Attend Buzz 24 networking events, participate in team captain conference calls, join the [team captain Facebook page](#) and be on the lookout for your own team captain emails.

# Fundraising Tips

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Raising funds together is something that the whole team can get excited about and it helps alleviate individual fundraising anxiety. Follow these five tips to ensure your team fundraising event leaves a smile on everyone's face!

## Tip #1: Do what your team loves to do!

Think about your hobbies and things that you and your team do for fun. Some of our most popular ideas are backyard BBQs, brewery tours, yard sales, or even volunteering to be a guest bartender at a local bar or grill. Any connections you currently have can easily turn into an opportunity to host a unique fundraising event that gets the whole team involved. Combine your connections to create a multifaceted event with more than one fundraising element!

## Tip #2: Make sure the whole team buys in!

Events are most successful when everyone on the team does their part! Brainstorm together with your teammates so that everyone has a piece to plan. For example, have one member take care of event planning (i.e. location, food, bands, etc.) and another person handle the raffle items, while you handle promoting the event.

## Tip #3: Network, network and then network some more!

Spend more time on spreading the word than working out the details. The more people your team invites to your event, the more funds are raised to carry out the 24 Foundation mission. Reach out to your social circles and ask them to spread the word to ensure you have a good turnout at your community event! The more time you spend inviting people who will come to the event, make a donation, and recruit their friends to come too, the better.

## Tip #4: Reach out for advice!

If you are thinking about doing a team event, call us at 877-365-4417! Chances are good that we've seen something similar, and can help. Our staff is happy to help you with best practices, social media promotion and branded promotional items to make this process easier and save you valuable time and research!

## Tip #5: Start where you are!

Do what you can handle and have fun doing it! Don't feel pressure to throw a gala event if what you really want to do is hold a bake sale. The best events are the ones you and your team enjoy! So choose a fundraising avenue that relates to you and your team, then the fundraising is a bonus!

## FAQs

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### 1. Do I have to be at the event and ride or walk all 24 hours?

Not at all! There are no rules about how long you need to be on the ride or walker course. Some people make a few laps, while others ride or walk the entire event duration. Whether you are a rider or a strider, most people set goals somewhere in between; it's up to you! Go as far as your inspiration takes you!

### 2. Can we have riders and walkers on the same team?

Yes! All it takes to participate is one person on a team and your team can be comprised of both walkers and riders. Remember, the sky's the limit! The more people you recruit to join you, the more fun it makes your event experience and the more you are doing to change the course of cancer!

### 3. Can we fundraise as a team?

Yes! In fact, we encourage you to do so! Team fundraisers are a great way to make raising funds more fun, and often easier too! While most teams enjoy setting team fundraising goals, each member of your team is still responsible for reaching the individual fundraising minimum for each event.

### 4. How do I recruit more team members?

Call us at 877-365-4417! We can help you come up with a recruitment plan, whether that includes hosting a party at your home or office, having a lunch and learn or even just an ice cream social. We will be happy to help you add members to your team!

### 5. Where does the money go?

Funds go to support our mission: to inspire and engage communities to make an immediate impact on the lives of those affected by cancer. Dollars go to local cancer centers who focus on patient navigation and survivorship programs. On the national front, funds go to **LIVESTRONG** to better serve cancer survivors all over the nation through multiple navigation and survivorship programs. Check out our beneficiary page for more information!

### 6. Do I have to be a skilled rider to register as a rider?

No! We welcome riders of all abilities to participate in our event.

### 7. Can kids ride?

Kids 8 and under can ride the morning of the second event day. For more information, visit your city's [specific page](#).

### 8. Is this event a competition?

Not on the course, but the fundraising gets pretty competitive! Don't forget to join us for the Awards Ceremony in the Main Food Tent to celebrate our team and individual award winners! Keep an eye out for the event schedule so you can plan to celebrate!

### 9. Do I need to bring food and drink?

No! For riders, we provide three hot meals, a midnight pizza party and unlimited snacks and drinks through the whole 24 hours. For walkers, you will receive breakfast, unlimited snacks and drinks and lunch on the second day!