

Ride with Friends and Make a Difference

Team Captain Tip Sheet

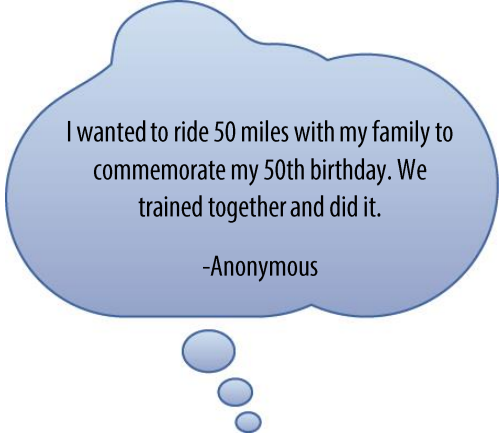
Thank you for joining us as a team captain! With your help we can raise awareness and funds to promote lung health and clean air. Your *Bike for Breath* fundraising efforts will directly benefit *Breathe California's* programs to fight air pollution, tobacco use and all forms of lung disease, including asthma, emphysema, lung cancer and chronic bronchitis.

We've created this packet to help you recruit team members, manage your team page and meet your fundraising goals – all while having fun with your friends! Follow these steps for a fun and easy ride.

Register and Create Your Page:

Log on to your team page at www.bike4breath.org to personalize your page.

- Remember to add photos and a team name. See the separate sheet for instructions on how to improve your team page.
- Personal stories about why you and your team ride and why this cause is important can make a huge difference in motivating friends and family.
- Set a fundraising goal that is ambitious, but realistic.
- Make sure that yours is the first donation. As team captain, your personal contribution will motivate the rest of your team. Donations don't have to be large – small amounts add up! Even \$10 can make a big difference in the fight against lung disease!
- If you need any assistance, e-mail Special Events Manager, Alexandra Elliott, at alexandrae@ggbreathe.org or call 650-994-1903 x311 for personalized advice.



I wanted to ride 50 miles with my family to commemorate my 50th birthday. We trained together and did it.

-Anonymous



Start Recruiting!

We welcome teams of all sizes! Whether your team is a family of four, a group of friends or a work department of over 50, we have tools to help you get the most out of your ride.

Here are some tips on recruiting:

- Ask your friends, family and co-workers *in person* to join your team. Often times, that's all it takes! Start with people who you know well and who like to cycle. A direct ask is the most effective way to recruit teammates.
- If you have friends, family or co-workers who don't ride, but want to join in on the fun, encourage them to register on your team as a virtual rider. They will have access to all the team fundraising tools and will be able to join in as an active fundraiser and team member.
- Send e-mails or letters to family, friends and co-workers. Remember to tell them WHY you ride and HOW they can join your team.
- Talk about the ride – word of mouth is the best way to build enthusiasm and recruit new riders. Even if they don't join this year, you may have planted the seed for future years.
- Write an article about the ride in your company newsletter or send a company-wide e-mail emphasizing what a great team-building opportunity the ride is.
- Talk to your CEO or your HR department to see if your company wants to get involved on a larger scale. Your company may offer additional support such as covering registration fees for the team or matching your donations. If your office has a cycling club or a team-building committee be sure to get them involved!
- Display flyers everywhere! The participant center on our website has downloadable posters and flyers that you can print and place around your office and in local businesses. We can also create custom posters for your team!

Consult the Fundraising Guide

Our fundraising guide has everything you need to start raising life-saving funds in the fight for clean air and lung health. Make sure everyone on your team has a copy!

If you have questions at any time during your recruiting or fundraising, please don't hesitate to contact Alexandra Elliott at (650) 994-1903 ext. 311 or alexandrae@ggbreathe.org. Thanks again for your support in the fight against lung disease!

We look forward to seeing you on Saturday, July 11th!



**JULY 11, 2015
BIKE4BREATH.ORG**