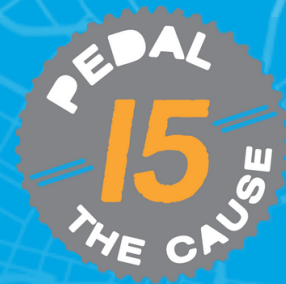


2024 TEAM CAPTAIN GUIDE



Team Captain Guide



Dear Team Captains,

Thank you for stepping up as a Pedal the Cause Team Captain and helping us lead the way in the fight against cancer. Whether this is your first year or you're a veteran of the #PedalFamily, we are thrilled that you have joined our cause.

Your leadership means more than coordinating team jerseys, it means bringing together your network, encouraging their creativity and motivating them to create the biggest impact possible to advance cancer research. As a Team Captain, you have a valuable role in making this research possible by harnessing the power and passion of your team.

In this guide you'll find tools and resources to help you lead your team, maximize your teammates potential, stay on track and reach your fundraising goals. Bookmark the Team Resources page on our website [HERE](#), for more useful info.

Thank you for your dedication and commitment to creating a world without cancer.

A handwritten signature in blue ink.

David Drier
Executive Director, Pedal the Cause



Meet Mollie Zolkind!

Mollie is the Community Engagement Manager at Pedal the Cause and as a Team Captain, your go to for questions and help throughout the year. Don't hesitate to reach out to Mollie!



mollie@pedalthcause.org

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2024 Events Calendar

In addition to Pedal the Cause event weekend on **September 21-22**, join us for training rides, A World Without Cancer Day and other ways to engage and celebrate with the Pedal Family throughout the year.

March 7:	Registration Opens for Team Captains
March 11:	Registration Opens for Public
May 20:	Partner Training Ride: Vino Fondo
June 15:	PTC Training Ride: St. Charles
July 1:	Registration Rates Increase
July 16:	Partner Training Ride: Tour de Sharks
Aug. 2:	<u>A World Without Cancer Day</u>
Aug. 25:	PTC Training Ride: The HUB, Chesterfield
Sept. 21	<u>Pedal the Cause: Kids Challenge, Taste the Cause & Inspirational Program</u>
Sept. 22:	<u>Pedal the Cause: Ride Day</u>
Oct. 31:	Fundraising Closes



For more event info visit pedalthecause.org/events-calendar >>>

MISSION & IMPACT



OUR MISSION

is to provide critical funding for cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital through our annual cycling challenge. It is our hope that research funded by Pedal the Cause will ultimately lead to a cure for cancer.

100% of participant-raised donations fund innovative cancer research at:



AT ST. LOUIS CHILDREN'S HOSPITAL
Washington University Physicians

SINCE 2010:



38,000
RIDERS



450,000+
DONATIONS



8,700
VOLUNTEERS

\$45,811,439

**DONATED
SINCE 2010
FUNDING**

223 CANCER RESEARCH PROJECTS } **171** ADULT
52 PEDIATRIC

**PEDIATRIC TOTAL INCLUDES TWO
PIECES OF CRITICAL EQUIPMENT
USED FOR CANCER RESEARCH**

\$5,003,916
RAISED IN 2023



**FOR EVERY \$1 PEDAL THE CAUSE
DONATES TO CANCER RESEARCH, AN
ADDITIONAL \$13 ON AVERAGE IS
OBTAINED IN FEDERAL FUNDING**

WEEKEND OVERVIEW



A WORLD WITHOUT CANCER.™

SATURDAY September 21, 2024



8 a.m. – 12 p.m.

Kids Challenge

Sponsored by Ameren & Family Golf and Learning Center



4 – 7 p.m.

Packet Pickup, Registration, PTC Shop, Bike Maintenance, Bike Corral and Pedal Partner Alley



4 – 7 p.m.

Taste the Cause

Food & drink from the St. Louis region's top restaurants.
Live music from The Mighty Pines.



6:30 – 7 p.m.

Living Proof Social and Photo



7 – 7:30 p.m.

Inspirational Program and Fireworks sponsored by Enterprise Bank & Trust

SUNDAY September 22, 2024



6 – 10 a.m.

Breakfast Bar sponsored by Companion and Kaldi's Coffee, Late Packet Pickup, Bike Maintenance and Rental



7 a.m. – 3:30 p.m.

PTC Shop



7 – 9:45 a.m.

Rides Depart



8:30 – 10:45 a.m.

Lindsey's Spin Zone

Sponsored by the Ray B. Marglous Family Foundation



10 a.m. – 4 p.m.

Post-Ride lunch by Pappy's Smokehouse and celebration with beverages by 4 Hands Brewing, Fitz's Root Beer and PepsiCo



11 a.m. – 4 p.m.

Let's celebrate 15 years of impact with live music from the main stage and community celebration!

You don't want to miss Saturday night!

Taste the Cause

Food, desserts and beverages from St. Louis' most renowned restaurants! Guest tickets for friends and family available for purchase.



The Inspirational Program

Our true mission moment and your dose of inspiration for Ride Day!



5 WAYS TO ENGAGE & BUILD YOUR TEAM



A WORLD WITHOUT CANCER.™

RIDE

8 courses to choose from 10 - 100 miles (6 road, 2 trail)

- With registration, riders receive a fundraising profile page plus a high-quality cycling jersey or performance tee, rider bag, water bottle, finisher medal, admission to Taste the Cause, food and drinks on ride day and a fully supported course!
- Learn more about all your course options [HERE](#)

SPIN

1 or 2 hours in our Spin Zone, led by the best spin instructors in St. Louis from CycleBar. Get ready for a high-energy, fun spin experience!

- With registration, spinners receive a fundraising profile page plus a high-quality cycling jersey or performance tee, rider bag, water bottle, finisher medal, admission to Taste the Cause, food and drinks on ride day and refreshments during your ride.
- Learn more about all spin options [HERE](#)

INSPIRED

Our virtual option, *Inspired* lets you support the cause with any activity anywhere. Ride, walk, run, swim or even dance for the cause!

- *Inspired* participants receive a fundraising profile page plus a high-quality cycling jersey or performance tee and a rider bag full of goodies.
- Learn more about *Inspired* participation [HERE](#)

KIDS CHALLENGE

Teach your kids the power of philanthropy. Children ages 3-13 can help create a world without cancer too!

- Closed course with shifts for younger and older age groups.
- With registration, kids get a tee-shirt, rider bag full of goodies, and access to the after party in the Discovery Zone - where 20+ local non-profits and vendors provide family-friendly activities all day at the event.
- Learn more about Kids Challenge [HERE](#)

VOLUNTEER

Volunteers play a vital role in the success of our event. Whether out on the course, in Ride Village or at a refueling station, volunteers are an essential part of making Pedal the Cause possible! Joining the team of Pedal volunteers is a great way to make an impact and help create a world without cancer, and volunteers can help raise funds for cancer research too.

- All volunteers receive a fundraising profile page and can raise funds and earn incentives!
- Learn more about volunteering [HERE](#)

2024 REGISTRATION & FUNDRAISING RATES



SEPT. 21 & 22, 2024

REGISTRATION TYPE	REGISTRATION FEE <u>3/1 - 6/30</u>	REGISTRATION FEE <u>7/1 - 8/31</u>	REGISTRATION FEE <u>9/1 - 9/22</u>	FUNDRAISING COMMITMENT
ALL COURSES <40 MILES	\$125	\$150	\$175	\$375
ALL COURSES >40 MILES	\$125	\$150	\$175	\$500
SPIN - 1 HOUR	\$125	\$150	\$175	\$375
SPIN - 2 HOURS	\$125	\$150	\$175	\$500
INSPIRED	\$65	\$65	\$65	\$200
KIDS CHALLENGE	\$35*	\$35*	\$35*	N/A
VOLUNTEER	\$0	\$0	\$0	\$0

*RECEIVE A \$5 DISCOUNT PER CHILD WHEN REGISTERING MULTIPLE KIDS CHALLENGERS

COURSE OPTIONS

RIDES ARE ROAD COURSES EXCEPT WHERE NOTED

<40 MILES

PTC Circuit (10 mi.)
Two County Cruiser (15 mi.) **TRAIL**
PTC Classic (21 mi.)
Ted Jones Katy Classic (30 mi.) **TRAIL**
Pedal Pacer (30 mi.)

>40 MILES

Big Hitter (52 mi.)
Metric Century (62 mi.)
River Bluff Century (100 mi.)



THE POWER OF A TEAM



Organizing a team is a way for a group of friends, family and colleagues to create a community to help empower and encourage each other to ride and raise more funds to create a world without cancer.



There are 3 types of teams: Corporate, Friends & Family and Hospital Affiliated.



A team can be made up of riders, spinners, *Inspired* participants, Kids Challengers and volunteers - there is *no limit* to team members.



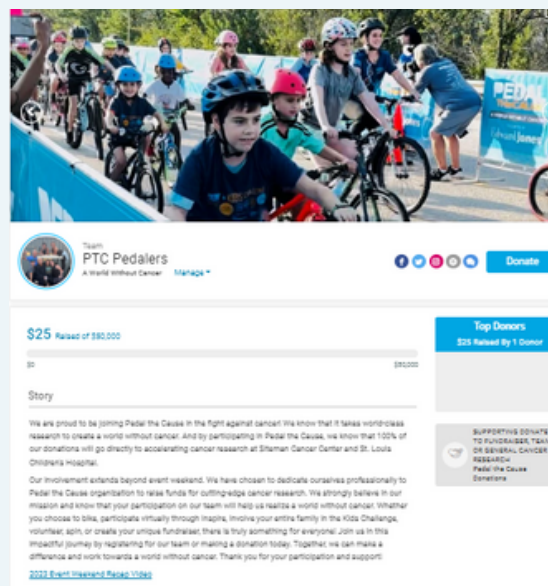
There are no fundraising requirements for a team, nor is the team responsible for the individual team members' fundraising commitments.

To start a team, whoever is going to be the team captain must register, and click "start a new team" during registration. Once the captain is registered, the team has been created and additional participants can now join.

Each team must appoint a captain with the option to select up to 6 co-captains, although it's advisable to limit the number to 3, all of whom serve as liaisons between Pedal the Cause and their team members.

Each team receives their own page with the ability to upload a story, profile photo, and slideshow for up to 10 images. Each team can have a unique URL, tagline, and QR code for sharing.

THE TEAM ALSO HAS THE ABILITY TO RAISE FUNDS ON THE TEAM PAGE THROUGH A TEAM EVENT.



Incentivizing Participation



Coupon Code/Rider Champion Fund

All participants pay a registration fee to help cover the costs of food, drink, event support and the swag they receive during Ride Weekend. **Consider covering any amount or percentage of this fee to incentivize recruitment.**

- You determine how long your coupon code runs, the % of registration coverage, and the usage amount.
- PTC will provide your team with a unique code for your riders to access their discount.
- PTC will invoice the team/company in the Fall for the discount use.
- Please get in touch with mollie@pedalthecause.org to set up a code.

Example: A \$2,500 gift covers 20 riders/spinners at \$125/each



Fundraising Support

Motivate your network to join your team by offering fundraising support. Electing to donate towards your team members' fundraising is one of the most generous and motivating ways to incentivize participation!

Example: A \$2,500 gift donates \$125 to 20 team members fundraising



Funds Sharing

Fundraising commitments are meant to challenge participants, but at the same time, we know that they are 100% achievable. Fund sharing was created to help teams fundraise together, then share earned funds. **We recommend encouraging individuals fundraising before sharing funds.**

- Team Captains can transfer funds from the team level to individual participants through October 31, 2024.
- Please use the [Team Transfer form](#) (available [on the Team Resources webpage](#)) to allocate all team funds to riders by the October 31 deadline.

Team Captain Best Practices



Communicate

Share key dates and deadlines. You are the key link between Pedal the Cause and our participants!



Personalize Your Team Page

Add a profile photo and slideshow, set a team goal and share WHY you and your team care about fundraising for cancer research!



Lead by Example

Practice what you preach! Register early, commit to an incentive level, personalize your profile page, set up a Facebook Fundraiser and start fundraising.



Zoom Informational Sessions

New Team Captains

PTC staff host Informational Sessions throughout the season, covering all things PTC: What is PTC, Fundraising & Reg, How to get Involved, How to be a Team Captain, Team Captain Guide Review, Fundraising Toolkit Review and more.

Existing Team Captains

PTC staff host Informational Sessions in March, April and May which will focus on the changes in 2024 to the Pedal the Cause ride so that our captains can recruit and communicate to team members.



Lunch & Learns / Kickoff Parties

Lunch & Learns

The best way to get people involved is to host an informational and fun event! PTC staff can host a 10-20 min presentation at your office, or the location of your choice. It's a great way to introduce new team members to Pedal's history, impact and all the ways they can participate. These meetings can be via zoom or in person. Pedal will provide promotional giveaways, handouts and a free registration raffle. ***We recommend hosting an event by June to allow members enough time to register before rates increase on 7/1.***

Kickoff Parties

Kickoff Parties show team members that the team is excited for Pedal the Cause this year and are a great tool for an existing team! Host a party March-June to encourage existing and new team members to register for the current year. The party is also a great time to share new announcements about this year's event and promote codes the team is offering for registration fees or fundraising commitments.



Sample Recruitment Letters

Check out our sample team recruitment letters to help you stack your team!

([TO NEW FUNDRAISERS](#))

([TO RETURNING FUNDRAISERS](#))



Team Jersey or Gear

Consider creating a custom jersey! This is a great way to highlight your team and sponsors to an audience of thousands of Pedal participants and supporters. Custom jersey's typically cost anywhere from \$35-55 based on quantity and quality. Other team gear options include performance tees and tanks, socks and tee shirts. Through our partners, you can receive 15% back to your team on gear!

[VIEW ALL PREFERRED PARTNERS](#)



Show your Pedal Pride!

PTC Shop

Once you are signed up, level up and show your Pedal the Cause pride! Lots of gear is available at our PTC SHOP, from tee shirts to cycling gear to kids gear.

[PTC SHOP >](#)



We'll have a fantastic time Ride Weekend, but let's not forget of the purpose and power of Pedal the Cause: to raise critical funds for innovative cancer research at Siteman Cancer Center.

We encourage you to get creative with your fundraising ideas, but don't forget **the most effective way of raising money is simply by sending an email or handwritten note asking for a donation.** To help, we have put together some pre-scripted sample letters for your reference which are linked below.



Profile Tools

Update your team and individual profile pages - and make it personal.

Adding a personal touch to your fundraising page makes a big difference! More engagement on your profile page leads to more frequent and higher donation totals. You'll have the most success if you update your story and your photo.

	UPDATED PHOTO	UPDATED STORY	AVERAGE FUNDS RAISED	AVERAGE UNIQUE DONORS
»»	✓	✓	\$1,119	12.6
	✗	✓	\$744	9.7
	✓	✗	\$721	8.3
	✗	✗	\$605	6

Commit to a team fundraising goal

Commit to both a team fundraising and recruitment goal and share it on your team profile page, as well as with your teammates!

Backend tools

When logged into your Pedal the Cause profile page, you have access to pull reports that contain past and current team members' contact information. We encourage you to use these lists to reach out to past team members to register for the current year or to communicate with your current team. As the team captain you are the only person that has access to your team profile page and reports.



Facebook Fundraisers

Why do a Facebook Fundraiser?

It's easy and effective - and 100% still goes to cancer research! The average Facebook Fundraiser started by a PTC participant last year raised \$435. Click the link for a [step-by-step guide](#).

Things to consider

Because of how Facebook fundraisers connects to your profile page, the donor's name won't appear on your donor scroll, it will just say "Facebook fundraiser." You also won't see the donor's name in your donor report and Facebook donors will not get a "thank you" letter or email from Pedal the Cause, because we are not provided with donor information for Facebook transactions. ***Make sure you thank your donors personally!***



Matching Gifts / Payroll Deductions

Matching Gifts

Many companies offer matching gift programs to encourage employees to contribute to charitable organizations. Most of these programs match contributions dollar-for-dollar, and some will even triple the amount of your gift! Check with your company and ask your donors to do the same. Ask PTC for matching gift buck slips, which you can include in your thank you notes to donors. While registering or donating, check if your company participates in Double the Donation to make matching gifts even easier!

[Visit our website](#) to see if your company will double your donation or ask your Human Resources Department. Send completed matching gift forms to development@pedalthecause.org and we will do the rest!

Remember, many companies review requests on a quarterly basis, and six–eight weeks is a normal payout schedule ONCE approved. Ask your HR rep for the payout schedule and submit your request early to ensure it is processed before the fundraising deadline!



Coordinate a Fundraising Event

Coordinating a team or individual fundraising event is a great way to engage all of your community, company associates and networks, regardless if they are participating. Consider hosting a jeans day, raffling off a prime parking spot or an office happy hour drink cart. Golf tournaments, trivia nights, raffles and silent auctions make fun team events! Check out this [list of national restaurants](#) that do givebacks.



Team Sponsorships

Seeking out team sponsors is a terrific way to leverage support and yield even greater fundraising impact. Asking local businesses, vendors and partners your company works with to sponsor your team's efforts will allow you to support costs like team jerseys, fundraiser setup costs and food for team-building events. Offer to insert their logo on the back of your jersey as recognition of their contribution. Be sure to thank your sponsors and share your team's annual impact!

Fundraising Resources

From the Fundraising Toolkit to materials and tutorials, we have an array of resources to help you and your team succeed.

Online Fundraising Tools

- Fundraising Toolkit
- PTC Logos & graphics
- Customizable team posters & event flyer templates
- Video tutorials
- Sample letters to donors

[PEDALTHECAUSE.ORG/RIDER-RESOURCES](https://pedalthecause.org/rider-resources)

Team Resources

[PEDALTHECAUSE.ORG/TEAM-RESOURCES](https://pedalthecause.org/team-resources)

Communications Channels & Updates

Throughout the year there will be countless important updates we hope you'll share with your team members to enhance their Pedal the Cause experience. Make sure to join our Team Captain Facebook group and look for these regular updates!



Pedal the Cause Email Blasts

Look out for our monthly newsletter, full of event, impact and community updates. We'll also send out emails to all registered participants for special promotions, like fundraising matches. If you aren't subscribed, [you can do so HERE](#).



Team Captain Facebook Group

[Click here](#) to join ***Pedal the Cause Team Captain Masterminds Facebook group*** to start conversations, pose questions, post your upcoming events & DIY fundraisers, share ideas and more! This is a private forum and PTC Staff will post regular important updates and tips.



Monthly Team Captain Newsletter

Each month, Mollie Zolkind, PTC's Community Engagement Manager, will send a Team Captain communication focused on important info and strategies for Team Captains. Make sure to add mollie@pedalthecause.org to your contacts so her emails make it to your inbox and reach out to her with any issues.

Team Incentives

Set your team member and fundraising goals, and strive to earn a team incentive!

- Recruit **30+ riders/spinners** by August 31st for your team to earn a team banner in the start/finish area.
- Raise **\$50,000** as a team by August 31st to earn a Team Tent in Ride Village for ride weekend!

Lifetime Team Impact Societies

Teams (and individuals) who reach the following lifetime fundraising levels will earn membership into our impact societies:

- Platinum Impact Society: \$1,000,000+
- Gold Impact Society: \$500,000+
- Silver Impact Society: \$250,000+
- Bronze Impact Society: \$100,000+

Individual Incentives

Encourage your teammates to reach individual fundraising incentive levels!



Learn more about incentives:

[PEDALTHECAUSE.ORG/TOP-FUNDRAISERS](https://pedaltheCause.org/top-fundraisers)