

# pedal THE CAUSE<sup>SM</sup>

A WORLD WITHOUT CANCER

# 2026

# TEAM CAPTAIN GUIDE



# Team Captain Guide



Dear Team Captains,

Whether you are a first-time captain or a seasoned veteran, we are incredibly grateful to have you leading the charge this year!

Being a Team Captain is about so much more than coordinating jerseys or managing a roster. You are the heart of Pedal the Cause. Your leadership turns personal passion into collective power, motivating your network to push further and give more to advance life-saving cancer research.

This guide and the accompanying workbook are designed to be your roadmap. Inside, you'll find the tools and resources you need to recruit and inspire your teammates, maximize your team's fundraising potential, and stay organized and on track as we head toward event day.

For even more deep dives and digital assets, be sure to bookmark the Team Resources page on our website [HERE](#).

Thank you for your grit, your heart, and your commitment to creating a world without cancer. Now, let's get to work!

With gratitude,

Mollie Zolkind

Community Engagement Manager, Pedal the Cause



## Meet Mollie Zolkind!

Mollie is your go to for questions and help throughout the year. Don't hesitate to reach out with any problems, questions or to brainstorm team strategy.



[mollie@pedalthcause.org](mailto:mollie@pedalthcause.org)



## Table of Contents

page 4	Mission & Impact
page 5	5 Ways Your Teammates Can Get Involved
page 6	Registration Rates & Fundraising Commitments
page 7	All About Teams
page 8-10	Laying the Framework
page 11-12	Fundraising Best Practices for Success
page 13	Resources & Tools
page 14	Incentives

---

## 2026 Events Calendar

In addition to Pedal the Cause event weekend on **September 19-20**, join us for training rides, fundraising events and other ways to engage and celebrate with the Pedal Family throughout the year.

April 1:	Early Bird Registration Opens at \$100
April 18:	Advance Registration Begins at \$135
May 16:	Vino Fondo Ride hosted by Big Shark
June 14:	PTC Training Ride in St. Charles
July 16:	Standard Registration Begins at \$175
July 19:	Tour de Sharks Training Ride
August 1:	PTC Training Ride in Kirkwood
August 23:	PTC Training Ride in Chesterfield
Sept. 19-20:	<b>PTC Event Weekend</b>
October 31:	End of Fundraising
Nov TBD:	Impact Bash



For more event info visit [pedalthecause.org/events-calendar](https://pedalthecause.org/events-calendar) >>>

# MISSION & IMPACT



100% of participant-raised donations accelerate cancer research at:

## OUR MISSION

Pedal the Cause accelerates breakthrough cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital by inspiring and mobilizing a community committed to curing cancer.



at ST. LOUIS Children's HOSPITAL  
WashU Medicine



A TOP 10 CANCER HOSPITAL / 2025 US NEWS

SINCE 2010:



43,000 RIDERS



505,000+ DONATIONS



10,000 VOLUNTEERS

**\$56,058,519** Donated to fund

**267** CANCER RESEARCH PROJECTS } **210** ADULT  
**57** PEDIATRIC **+** **4** PEDAL THE CAUSE NAMED CANCER RESEARCHERS

**\$5,042,167**  
RAISED IN 2025

**14:1**  
ROI

FOR EVERY \$1 PEDAL THE CAUSE DONATES TO CANCER RESEARCH, AN ADDITIONAL \$14 ON AVERAGE IS OBTAINED IN FEDERAL FUNDING

# 5 WAYS YOUR TEAMMATES CAN GET INVOLVED



Every person who signs up to do one of the following activities at Pedal the Cause can join your team at registration and will receive a personal fundraising profile web page!

## RIDE

7 courses to choose from 10 - 100 miles (6 road, 1 gravel)

- With registration, riders receive a fundraising profile page plus a high-quality cycling jersey or high-quality 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 & TruFusion STL. 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

For those who can't be at our event in person, our virtual *Inspired* option 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 mailed to them.
- 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 with 100% of proceeds directly funding Siteman Kids at St. Louis Children's Hospital.

- Closed course with shifts for younger and older age groups.
- With registration, kids get a t-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](#)

# 2026 REGISTRATION & FUNDRAISING COMMITMENTS



A WORLD WITHOUT CANCER

SEPT. 19 & 20, 2026

REGISTRATION TYPE	EARLY BIRD REGISTRATION FEE 4/1 - 4/17	ADVANCE REGISTRATION FEE 4/18 - 7/15	STANDARD REGISTRATION FEE 7/16 - 9/20	FUNDRAISING COMMITMENT
ALL COURSES <40 MILES	\$100	\$135	\$175	\$375
ALL COURSES >40 MILES	\$100	\$135	\$175	\$500
SPIN - 1 HOUR	\$100	\$135	\$175	\$375
SPIN - 2 HOURS	\$100	\$135	\$175	\$500
INSPIRED	\$55	\$55	\$55	\$200
KIDS CHALLENGE	\$35*	\$35*	\$35*	N/A
VOLUNTEER	\$0	\$0	\$0	\$0

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

## \* UNDER 30 PRICING

\$100 registration fee year-round for ages 29 and under!

**100% MODEL**

100% of participant-raised donations seed, speed and lead cutting-edge cancer research

## COURSE OPTIONS

RIDES ARE ROAD COURSES AND AGE 13+ EXCEPT WHERE NOTED

### <40 MILES

- PTC Circuit (10 mi.) for ages 10+
- PTC Classic (21 mi.)
- Pedal Pacer (30 mi.)
- Ted Jones Katy Classic (30 mi.) **GRAVEL** for ages 10+

### >40 MILES

- Big Hitter (52 mi.)
- Metric Century (62 mi.)
- Century (100 mi.)

Every penny of every dollar our participants raise supports innovative cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital.

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
  - Hospital Affiliated
- \* A team can be made up of riders, spinners, *Inspired* virtual 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.

## How to Start a Team

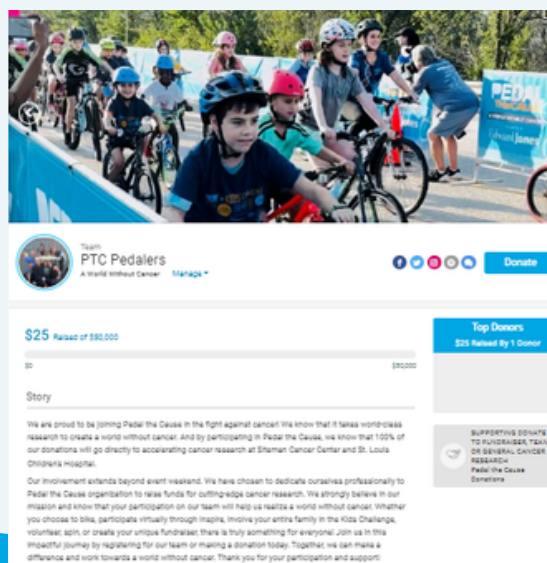
To start a team, whoever is going to be the team captain must register and click "start a new team" during registration. Once the captain is registered, the team has been created and additional participants can now join.

Each team must appoint a captain with the option to select up to 6 co-captains, (although we suggest limiting the number to 3) all of whom serve as liaisons between Pedal the Cause and their team members.

Once a team is created, the team receives their own fundraising 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. This page gives a total for funds raised by all team members, and links up to each team members' personal fundraising page.

**Teams can raise funds by hosting a team event and directing donors to give through their Team Page.**

**Once funds are collected, the Team Captain can distribute those funds to individual riders.**



## Team Captain Best Practices



### Create a Plan

Use our **Team Captain Workbook** to set clear goals for your team, identify opportunities to recruit teammates, strengthen donor communication and create your 2026 action plan. Click [HERE](#) to download the workbook.



### Personalize Your Team Page

[Log in to 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!



### Communicate

Share key dates and deadlines. You are the key link between Pedal the Cause and our fundraisers! Look for monthly Team Captain emails from Mollie Zolkind with sharable info.



### Lead by Example

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

---

## Communication Channels & Updates

Look for regular updates via these communication channels and share important info with your team!



### Pedal the Cause Email Blasts

Our monthly newsletter drops in in the first week of each month and is 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 ask questions, start conversations, post your upcoming events & fundraisers, share ideas and more! This is a private forum and PTC Staff will post regular important updates and tips.



### Monthly Team Captain Newsletter

Mollie Zolkind, PTC's Community Engagement Manager, will send a Team Captain email each month focused on important info and strategies for Team Captains. Make sure to add [mollie@pedalthecause.org](mailto:mollie@pedalthecause.org) to your contacts so her emails make it to your inbox.



## Schedule a One-On-One Meeting

Need help? Contact Mollie, our Community Engagement Manager, to schedule a one-on-one virtual or in-person meeting to strategize a plan for you and your team!

[mollie@pedalthecause.org](mailto:mollie@pedalthecause.org)

## Incentivizing Participation

### \* Bring a Friend

For a limited-time, for every new rider or spinner you get registered for Pedal the Cause, you'll **receive \$25 toward your fundraising** and your new rider friend will **receive \$50 toward their fundraising!** *New riders/spinners simply enter the name of the referring rider during registration. Offer ends July 15.*

### \* Coupon Code

All participants pay a registration fee to help cover the costs of food, drink, event support and the swag they receive at the event. **Consider covering any amount or a 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 use the **Coupon Code Request Form** (also on the **Team Resources webpage**) or get in touch with [mollie@pedalthecause.org](mailto:mollie@pedalthecause.org) to set up a code.

**Example: A \$1,350 gift covers 10 riders/spinners at \$135/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 \$100 to 25 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 individual fundraising before sharing funds.**

- Team Captains can transfer funds from the team level to individual participants through October 31, 2026.
- Please use the **Team Transfer form** (available on the **Team Resources webpage**) to allocate all team funds to riders by the October 31 deadline.

## Lunch & Learns / Kickoff Parties



*We recommend hosting an event by June to allow members enough time to register before rates increase on July 15th.*

### 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.

### 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 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 Team Recruitment Letters



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



---

## Team Jersey or Gear



Consider creating a custom jersey or team merchandise! 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. Or create performance tees and tanks, socks and t-shirts. Through our partners, you can receive 10-15% back to your team on gear!

[VIEW ALL PREFERRED PARTNERS](#)

Ride Weekend is amazingly fun, 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 and Siteman Kids at St. Louis Children's Hospital. Use these best practices to maximize your impact!

## Use Your Fundraising 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.

[LOG INTO YOUR PTC PROFILE](#)

## Plan a Fundraising Event or Activity



Coordinating a team or individual fundraising event or activity is a great way to engage all of your community, company associates and networks to donate. Check out our list of ideas for creative fundraising activities!

[FUNDRAISING ACTIVITY IDEAS](#)

## 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



### 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.

Click button above to view our matching gifts page and search to see if your company matches donations. Send completed matching gift forms to [\*\*development@pedalthecause.org\*\*](mailto:development@pedalthecause.org) and we will do the rest!

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!

[\*\*VIEW MATCHING GIFTS WEBPAGE\*\*](#)

---

## 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!

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

## 2026 Pedal the Cause Community Asset Kit

Our Community Asset Kit is filled with ready-to-use resources to help you fundraise with confidence, **including sample emails, text templates, graphics, fundraising guides and more!**

[VIEW COMMUNITY ASSET KIT](#)

## Team Captain Workbook

Use our Team Captain Workbook to set clear goals for your team, identify opportunities to recruit teammates, strengthen donor communication and create your 2026 action plan.

[VIEW WORKBOOK](#)

## Team Captain Business Cards

We've created customizable business cards that will help you recruit and fundraise wherever you go. Personalize with your info and fundraising link, then print and share to grow your team and impact.

[VIEW TEMPLATE](#)

[VIEW INSTRUCTIONS](#)

## AI

AI tools can be powerful allies in your Pedal the Cause journey! We've created a quick-start guide to help you harness the power of AI and take your fundraising to the next level.

[VIEW AI GUIDE](#)

## Resource Hubs

Find all the resources above and more on our website here:

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

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

## 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 Ride Village.
- 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 recognition and 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 - Top Fundraisers

Pedal the Cause participants who truly want to make an impact in the fight against cancer can commit to be a Top Fundraiser at registration, or they can reach this status by October 31st by raising to the levels below. Knowing you are making a significant contribution towards creating a world without cancer is its own reward, but each level comes with its own list of gifts and perks too!



Learn more about Top Fundraisers:

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

Learn more about fundraising tips & tricks:

[PEDALTHECAUSE.ORG/FUNDRAISING-GUIDE](https://pedalthecause.org/fundraising-guide)