



TEAM CAPTAIN

WORKBOOK

*Your Team Leadership
& Fundraising Playbook*

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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: | PTC Event Weekend |
| October 31: | End of Fundraising |
| Nov TBD: | Impact Bash |



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



Purpose:

Use these worksheets to create **clear fundraising goals, coaching strategies, and 3 concrete actions you will take in the next 30 days.**

A. Your 2026 Team Fundraising Vision

Team Name: _____

Our Team's "ALL IN" (1-2 sentences)

Who or what drives your team to raise funds for cancer research?

Team Fundraising Targets

2025 Team Fundraising Total (if applicable): _____

2026 Team Fundraising Goal: _____

Stretch Fundraising Goal: _____

What would success look like for your team this year?

- More teammates fundraising
- Higher average donations
- New donors joining the cause
- More storytelling and awareness
- Other: _____

B. Coaching Your Teammates to Fundraise

Great team captains don't just fundraise – they coach others to succeed.

Identify 3–5 teammates who could increase their fundraising with encouragement or guidance.

| Teammate Name | 2025 Total <i>(if known)</i> | 2026 Goal | First Coaching Action | By When |
|---------------|---------------------------------|--------------|--------------------------|---------|
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Conversation Starters That Work

Use simple, supportive language when reaching out:

- “What inspired you to join Pedal the Cause this year?”
- “Can I help you update your fundraising page or draft your first ask?”
- “Who are three people you could ask to donate this week?”
- “Would it help if I shared a quick sample message you could send?”
- “What would it take for you to reach \$500 / \$1,000 / \$2,500 this year?”
- “Have you sent follow-up emails/texts to donors who haven't given? What's your follow-up plan?”



Remember: People often fundraise more when someone personally believes they can.

C. Make Fundraising Easy for Your Team

The easier you make fundraising, the more your team will raise.

Check what you already provide and **star 1 or 2 tools** you will introduce to your teammates or improve this season.

- Sample email donation asks
- Sample social media posts + images
- Text message donation templates
- "ALL IN" video prompt/script



Teammates can record their own videos – or use the video booth here today & at all Pedal Training Rides this season!



- Step-by-step guides to set up a fundraising page**
Scan the QR code for a quick & easy tutorial videos!



- Matching gift instructions (DOUBLE your impact!)**
Scan the QR code for a quick & easy tutorial video!



- Ideas for small team fundraisers**
*(Happy hour, trivia night, dine-out fundraiser, birthday fundraiser, etc.
Consider using AI to help you generate a few fresh ideas!)*



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!**
Scan the QR code to view toolbox!



Or visit: socialpresskit.com/pedal-the-cause

D. Simple Team Communication Plan

Consistent communication keeps fundraising top of mind.

Channels I'll use with my team

- Email
- Text
- Group Chat (text / WhatsApp / Slack)
- Social Media Group
- In-person gatherings
- Other: _____

Communication Cadence

- Weekly
- Bi-Weekly
- Monthly
- Other: _____

Key Fundraising Moments to Communicate

- Fundraising has begun - share Community Asset Kit
- Halfway to team goal
- Met or increased team fundraising goal
- Match or Challenge Days
- Mid-season team check-in on individual goals
- Event weekend celebration
- Final fundraising push in October
- Other: _____

Message I Will Send THIS WEEK

Who: _____

Channel: _____

Main Message (1-2 sentences):

E. Your 30-Day Fundraising Action Plan

Choose three specific actions you will take in the next 30 days.

Action 1

Action: _____ Deadline: _____

Desired Outcome: _____

Action 2

Action: _____ Deadline: _____

Desired Outcome: _____

Action 3

Action: _____ Deadline: _____

Desired Outcome: _____

Accountability

Share your goals with someone who can help keep you on track.

Accountability Partner (*Co-captain, teammate, or Pedal staff*):

One Final Reflection

If every member of your team raised \$100 more this year...

Your team would raise an additional: \$ _____

SMALL ACTIONS → REAL RESEARCH IMPACT!

Purpose:

Set a plan to share your story to **recruit teammates, inspire donors, and amplify the mission of Pedal the Cause.**

A. Your 2026 Story in a Snapshot

Use these notes to help record your video or write your first post.

My honoree(s) or inspiration:

One moment or detail that captures why I ride in Pedal:

My call to action (give, join, share):

B. Using Your Pedal Photos and Short Videos

Use past Pedal photos or film a current fundraising video to share with your network.

Where will you use your images?

- Team page
- Social media profiles
- Email signature
- Fundraising page

Where will you share your video?

Platforms(s): _____

When will you post it?

Date: _____

Need emails & text templates?



Our Community Asset Kit contains sample emails, texts, graphics, fundraising guides and more!



Scan the QR code to view toolbox!



Or visit:

socialpresskit.com/pedal-the-cause

C. Your Social Media Content Plan

Choose 1–2 platforms to focus on this season:

- Facebook
- Instagram
- LinkedIn
- Other: _____

Post #1 — “Why I Ride in Pedal the Cause”

Photo or video: _____

Key message: _____

Call to action: _____

Post #2 — Honoree or Impact Story

Photo or video: _____

Key message: _____

Call to action: _____

Post #3 — Team Update or Milestone

Photo or video: _____

Key message: _____

Call to action: _____

D. Supporting Your Team's Storytelling

Ways you can help your teammates share their stories:

Check 2–3 actions to prioritize:

- Share ready-to-use sample posts and graphics (link below to our Community Asset Kit)
- Host a quick “content huddle” to help people write posts
- Encourage teammates to use their headshots and videos - remember, they can record a video like you did today at any Pedal training ride this year!
- Create a team hashtag: # _____
- Repost and celebrate teammates' content
- Other: _____



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E. 30-Day Storytelling Action Plan

Within 30 days, I will:

- 1 Post my first Pedal 2026 story by: _____
 - 2 Help at least _____ teammates share their story
 - 3 _____
-

Purpose:

Use these worksheets to create a simple, actionable plan to recruit new teammates and get them registered early so they have more time to fundraise and make a bigger impact for cancer research.

A. Snapshot of Your Team (2025 → 2026)

Team Name: _____

Number of teammates in 2025: _____

Number of teammates you want in 2026: _____

Your ideal team growth goal:

(Add new teammates or grow participation in specific categories)

| Category | 2026 Goal |
|----------------------|-----------|
| Riders/Spinners | |
| Virtual Participants | |
| Kids Challenge | |
| Corporate Colleagues | |
| Family & Friends | |

What type of teammates would strengthen your team the most this year?

- First-time riders/spinners
- Corporate colleagues
- Friends & family
- Virtual riders
- Volunteers
- Kids Challenge riders(ages 3-13)
- Living Proof
- Other: _____

B. Where Will You Find New Teammates?

Think about **networks** where people already know and trust you.

Brainstorm **at least three pools of potential teammates** and rank them from **most to least promising**.

| Group / Pool <i>(Workplace, gym, school, neighborhood, etc.)</i> | Rough # of Potential Recruits | Best Connector / Point Person |
|----------------------------------------------------------------------------|--------------------------------------|--------------------------------------|
| | | |
| | | |
| | | |
| | | |



Tip: Recruitment is easier when someone inside that group helps introduce the opportunity.

C. Your Recruitment Message

Write a short invitation you could send this week to potential teammates.

Hi _____,



Tips That Help People Say “Yes”

When inviting someone to join your team:

- Share why Pedal the Cause is more than a bike ride
- Tell your personal “Why I Ride” story
- Ask about their connection to the cause
- Invite them to ride or spin the same distance as you
- Offer to walk them through registration (Zoom / phone / in person)
- Create a “bring a friend” or new teammate challenge
- Invite them to a team social or training ride
- Mention limited-time registration discounts (Early Bird, Advance Registration)

D. Registration Plan

Early registration means **more time to fundraise and build momentum.**

1. How many teammates do you want registered by a certain date?

Target: _____ teammates registered Target Date: _____

2. What steps will you take in the next few months?

Example ideas:

- Send personal invites (emails/texts/phone calls/mailed notes)
- Post on social media
- Host a quick team info call
- Invite friends to a training ride

Your plan:

3. Your Simple Registration Push

Create a **fun, short campaign** to encourage early registration.

Name / Idea: _____

Dates: _____

What you will send or post:

Example ideas:

- "Join the Team Week"
- "Bring a Friend Challenge"
- "First 10 Teammates Registered" celebration

E. Your Recruitment Action Plan

List three specific actions you will take to grow your team.

Action 1

By: _____

Action 2

By: _____

Action 3

By: _____

One Final Thought

If every team captain recruited **two new teammates**, Pedal the Cause would add **over 800 new participants fundraising for cancer research!**

 **Your invitation could be the reason someone joins the movement.** 

Purpose:

Use these worksheets to create a simple plan to **thank, update, and re-engage donors** so they feel connected to your personal reason for participation and come back year after year to support your fundraising efforts.

A. Your Donor Promise

In one sentence, what do you want every donor to feel after they support your team?

“I want my donors to feel...”

Examples:

- Hopeful about the future of cancer research
- Appreciated and part of something meaningful
- Inspired to support Pedal again next year

B. Before/During/After: Donor Touchpoints

Smart fundraisers stay in touch with donors all year long - not just when they asking for a donation.

List **one message or touchpoint** for each phase:

Before the Event (*Inviting support / asking for donations*)

During the Season (*Sharing progress and thanking immediately upon receiving a donation*)

Post-Event (*Thanking donors via a post-event recap, sharing impact and planting the seed for next year*)

C. Your Thank You System

Consistent and personal gratitude builds donors who will want to support you year after year. No donor should ever wonder if you've received their donation. Thanking them quickly and personally (and again after the event) ensures your donors don't feel like their donation is just a transaction, but an opportunity to meaningful support something important.

I will thank every donor within:

- 24 Hours
- 3 Days
- 1 Week

Primary thank you channel:

- Email
- Text
- Phone call
- Handwritten note
- Social media tag
- Other: _____

My Thank You Message Will Include:

- The donor's name
- My personal reason for participating
- Their personal connection to the cause (or ask for it if I don't know)
- How their gift supports cancer research
- An invitation to follow my progress or join the team
- A promise to share updates after the event

Draft a Simple Thank-You Message

Hi _____,

With gratitude,

D. Elevating Donor Communication as a Team Captain

As a team captain, you can help your teammates build strong donor relationships.

How I might support them:

- Share sample thank you templates
- Remind teammates weekly to thank donors
- Share Pedal impact stories they can pass along
- Celebrate creative thank-you ideas within the team
- Other: _____

Choose two actions you'll commit to this season:

- 1 _____
- 2 _____

E. 30-Day Donor Communication Action Plan

In the next 30 days, I will:

- 1 _____ (by _____)
- 2 _____ (by _____)
- 3 _____ (by _____)



PRO TIP

Follow-up drives donations! People are busy—even willing donors get distracted—so plan your follow-ups after every message.

Purpose:

Every rider, volunteer, and supporter has a reason they show up for Pedal the Cause.

Sharing your story helps inspire others to join the movement and fund life-saving cancer research.

Record Your “ALL IN” Video

Record a short video at home sharing why Pedal the Cause matters to you. You’ll also have the opportunity to capture a polished version at our signature Pedal events, where a professional video station will be available!

These videos help **inspire donors, recruit teammates, and spread the mission of Pedal the Cause.** If you are comfortable sharing, your story can make a powerful difference and inspire someone to register or give!



Tip: *Keep your video 20–40 seconds and speak from the heart.*

Story Prompts

You only need to answer one or two of these questions to create a meaningful video.

- **Why are you ALL IN for Pedal the Cause?**
- **Who or what inspires you to participate this year?**
- **How has cancer impacted your life or someone you love?**
- **What keeps you coming back to Pedal each year?**
- **What would you say to someone thinking about joining or supporting Pedal?**
- **In one word, how would you describe Pedal the Cause?**

Sample Scripts

Need help? Take these sample scripts and make them your own!

Script Example 1 — Simple “Why I Ride”

“Hi, I’m _____ and I’m riding with Team _____ in Pedal the Cause. I ride because cancer has touched so many people in my life, and I want to help fund research that will change the future and create hope for patients and families. Every dollar raised goes directly to cancer research, and together we’re moving closer to a world without cancer.”

Script Example 2 — Honoree Story

“Hi, I’m _____ and this year I’m riding in honor of _____. (Insert one or 2 sentences about the person). Pedal the Cause funds cancer research right here in St. Louis, and I’m proud to ride so that one day families like ours won’t have to face this disease.”

Script Example 3 — Team Invitation/Call to Action

“Hi, I’m _____ and I’m captain of Team _____. I’m excited to be part of Pedal the Cause because it brings our community together to fund life-saving cancer research. If you’re able to support cancer research, you can donate or joining our team. We would love to have you on our team! Together we can make a real difference in the fight against cancer.

Helpful Tips for Recording

- Keep it short and authentic
- Speak from the heart
- Mention who or what you ride for
- End with a call to action
 - “Join our team this year.”
 - “Support cancer research - donate now.”
 - “Together we can end cancer.”

Write Out Your Video Script Here

Thank you for your dedication as a Pedal the Cause

Team Captain!

Team Captains are the backbone of Pedal the Cause. You are making a real difference in the collective impact we have on funding critical cancer research.

5 Things you should do ASAP:

- Register yourself
- Update your PERSONAL profile picture, slideshow, and story
- Update your TEAM profile picture, slideshow, and story
- Email, text or message your past participants and encourage them to register.
- Create a communication schedule/plan for recruiting teammates and encouraging fundraising

Final Reflection

If every Team Captain recruited **2 new teammates** we'd welcome **800 new riders** to event weekend. And if each team raised **\$2,500 more**, Pedal would generate **an additional \$1 million** for cancer research.

✦✦ *Your leadership fuels our impact!*

Thank you for bringing us closer to A World Without Cancer