2019
Team Captain Guide
Dear Team Captain,

Thank you for registering as a Pedal the Cause Team Captain. You have stepped up as a leader, and have proven your commitment to conquering cancer. Whether this is your first time participating or you’re a veteran of the #pedalfamily, we are thrilled that you have decided to be part of the movement to end cancer.

Pedal the Cause is more than just the most well-organized, first-class cycling event in the region; it’s the driving force behind funding cancer research in St. Louis. Pedal the Cause is the only organization that gives 100% of participant-raised donations to Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital to fund innovative cancer research. Our hope is that research funded by Pedal the Cause will cure cancer — all cancers, for everyone. And YOU are the key to achieving that goal. Thank YOU for giving 100%!

This Team Captain Guide will serve as a reference to help you become a successful team leader. We hope this information is helpful, but we also know that you and your personal experiences with cancer are more important and relevant than any tips we could provide. Your story is the most effective way to have impact and motivate others to join and support your team. Share that story, knowing your team will benefit from it and be motivated to ride and raise beyond your goals this year.

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

Sincerely,

Jay Indovino
Executive Director

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**IMPORTANT DATES**

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>3/1</td>
<td>Registration Opens</td>
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<td>5/1</td>
<td>Registration Fee Increase</td>
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<td>6/15</td>
<td>PTC Training Ride</td>
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<td>7/1</td>
<td>Fundraising Commitment Increase</td>
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<td>7/14</td>
<td>Ride for a Child Celebration</td>
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<td>8/2</td>
<td>A World Without Cancer Day</td>
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<td>8/17</td>
<td>PTC Training Ride</td>
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<tr>
<td>9/28 - 9/29</td>
<td>PTC Weekend</td>
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<td>10/31</td>
<td>Fundraising Deadline</td>
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<tr>
<td>11/21</td>
<td>Check Presentation</td>
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September 28 & 29, 2019
HOW IT WORKS

**01. REGISTER**
Register to ride one of six courses, rock out with the spinners, or be a virtual rider anywhere.

**02. COMMIT**
Fundraise to advance cancer research. Raise as much money as possible and strive for incentive levels.

**03. CELEBRATE**
Enjoy two days of celebration, cycling, food and family fun on Sept. 28 & 29, 2019.

REGISTER as a rider, spinner, volunteer, virtual rider or as a kids challengee!

GIVE 100%
100% of participant-raised donations fund innovative cancer research here in St. Louis at Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital.

REGISTRATION & FUNDRAISING COMPARISON

<table>
<thead>
<tr>
<th>Ride</th>
<th>Registration Fee</th>
<th>Registration Fee</th>
<th>Fundraising Minimum</th>
<th>Fundraising Minimum</th>
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<tbody>
<tr>
<td></td>
<td>Register between 3/1-5/1</td>
<td>Register between 5/2-9/29</td>
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<tr>
<td>PTC Circuit – approx. 10 miles</td>
<td>$100</td>
<td>$125</td>
<td>$375</td>
<td>$500</td>
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<tr>
<td>PTC Classic – approx. 20 miles</td>
<td>$100</td>
<td>$125</td>
<td>$375</td>
<td>$500</td>
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<tr>
<td>Two Bridges – approx. 36 miles</td>
<td>$100</td>
<td>$125</td>
<td>$500</td>
<td>$750</td>
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<tr>
<td>Big Hill – approx. 47 miles</td>
<td>$100</td>
<td>$125</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Metric Century – approx. 62 miles</td>
<td>$100</td>
<td>$125</td>
<td>$630</td>
<td>$1000</td>
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<tr>
<td>Century – approx. 100 miles</td>
<td>$100</td>
<td>$125</td>
<td>$630</td>
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<tr>
<td>Spin</td>
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<td>1 hour spinning</td>
<td>$100</td>
<td>$125</td>
<td>$375</td>
<td>$500</td>
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<td>2 hours spinning</td>
<td>$100</td>
<td>$125</td>
<td>$500</td>
<td>$750</td>
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<td>Young Riders</td>
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<tr>
<td>Ages 19-29 (all courses)</td>
<td>$100</td>
<td>$125</td>
<td>$375</td>
<td>$375</td>
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<tr>
<td>Ages 13-18 (all courses)</td>
<td>$100</td>
<td>$125</td>
<td>$100</td>
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<tr>
<td>Virtual Rider</td>
<td></td>
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<tr>
<td><em>$25 self-donation required at registration. Raise $100 and earn $25 in PTC Shop credit!</em></td>
<td>$0</td>
<td>$0</td>
<td>$25*</td>
<td>$25*</td>
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<tr>
<td>Ameren Kids Challenge</td>
<td></td>
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<tr>
<td>Kids ages 3-12</td>
<td>$40</td>
<td>$500</td>
<td>$0*</td>
<td>$0*</td>
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</table>

*Fundraise and earn incentives!

September 28 & 29, 2019
MARCH - JUNE: Register & Recruit

Register: Register to ride for PTC 2019. Make sure to update your team profile photo and why your team rides, as well as your own personal profile photo and why you ride.

Recruit: Ask friends, family and co-workers to join your team. You don’t need a bike to help end cancer — teams can be a mix of riders, spinners, virtual riders, volunteers and kids.

Spread the word: Share the link to your team page on Facebook, Twitter and LinkedIn asking for people to join your team. Print out materials from the online “Tools” section of our website, like customizable team posters. Ask the PTC office for any extra promo items, like PTC bracelets and lip balm.

Host a kickoff party or “Lunch & Learn” to recruit new riders and team members. Invite PTC and request to have a researcher come speak on PTC impact. Update folks who can’t make it about how to get involved.

Know important PTC dates and share them with your team. Registration rates go up on May 1st, and fundraising minimums go up on July 1st ... make sure your team is registered by those dates!

Goals & Incentives: Set a team fundraising goal (post it on your team page) and challenge team members to reach incentive levels, like Yellow Jersey.

JULY - OCTOBER: Fundraising & Team Cultivation

Host a Fundraising Event: Gather your team and organize a fundraising event, like a trivia or poker night, a yard sale, or a restaurant give back night. Check out our Fundraising Toolkit for more ideas!

Training Rides: Prepare for event weekend and bond with your team. Plan your own or utilize PTC & Partner Training Rides.

PTC Weekend: Enjoy two spectacular days of fun, family, fitness, food and entertainment. Make sure to organize a group photo with the PTC photographer (details in the Event Handbook).

Post & Ask: Post pictures from PTC weekend on social media and make a final push for donations before fundraising closes on Oct. 31. Encourage your teammates to do the same!

NOVEMBER - DECEMBER: Celebration & Recognition

Check Presentation Celebration: Rally your teammates and supporters as we reveal the total amount raised for cancer research and celebrate another spectacular year on November 21, 2019.

Thank You: Send notes/emails to all your donors and team members thanking them for their support and let them know the total amount raised for cancer research. You can purchase PTC Thank You cards at ptcshop.org!
TIPS TO TAKE YOUR TEAM TO THE TOP 10

- **Personalize**: Personalize your team page by uploading a team profile photo, and adding a story about why you created this team. You can also embed a YouTube video directly on your page! Create a short video with your team, upload it to YouTube and link it to your team page.

- **Commit to a team goal**: Commit the team to a fundraising and recruitment goal. Put it on your profile and poster for everyone to see. Challenge past team members to recruit a new team member each.

- **Create a support network**: Invite someone to lead your team with you as a co-captain or form a committee. Email info@pedalthecause.org and we can add your co-captain to the team page and team captain list.

- **Share communications**: Share team captain emails and eblasts you receive from Pedal the Cause with your team, and remind them of important deadlines and events. Challenge past team members to recruit a new team member each.

- **Compete**: Challenge another team to see which team can recruit the most members or raise the most money for cancer research.

- **Connect**: Don’t assume all your teammates know each other — send group emails, get together for training rides, organize a post-training ride lunch or happy hour, etc. See the “Event Calendar” on our website for a full list of training rides and events.

- **Strive for a team incentive**: If your team raises $50,000 or more, they will enjoy their own team tent in Ride Village. If your team has 30+ riders, your team name will be displayed on a team banner in Ride Village.

TEAM CAPTAIN PROFILE TOOLS

**Create a Team Goal**: You can now display a team fundraising goal, right on your page! Note, this number is a goal only, and will not change any fundraising commitments of your team members. To set a goal, log into your PTC profile and click on “Team.” Calculate a goal by downloading a “Team Members” report from the “Team” tab of your profile, to see how many team members you currently have along with their commitments.

**Embed a Video**: You can now embed a YouTube video right on your team profile page! Consider hosting a team kickoff party, and then recording a short video introducing your team and explaining why you ride. Upload it to YouTube and link it to your team profile page, which you can access on the “Team” tab of your PTC profile.

**Tutorials**: Coming soon in 2019, a series of instructional videos that you can share with your team. These will cover basics, from updating your profile page, to more in-depth tutorials.

Registration rates increase on May 1 and fundraising minimums increase on July 1. Try to recruit as many riders as you can before these deadlines!
Kids can help end cancer by registering for the Ameren Kids Challenge!

Kids ages 3 – 12 will ride an easy looped course for up to 20 - 30 minutes and attempt to make as many revolutions as they can. The entire family can relax and enjoy the many activities and attractions of the Pedal the Cause Kids Zone.

Registration fee includes:

- Ameren Kids Challenge t-shirt
- Water bottle
- High-quality finisher medal
- Rider bag filled with goodies
- Certificate of completion
- Fitz’s Root Beer Float
- Access to all activities in the Kids Zone

LEARN MORE ABOUT FUNDRAISING INCENTIVES FOR KIDS AT PEDALTHECAUSE.ORG
Updated Fundraising Toolkit!

Visit pedalthecause.org and click on “Tools” under the “Resources” tab to access the PTC Fundraising Toolkit. It is full of tips and tricks, as well as creative ideas for Team Fundraising events!

Submit your Team Fundraising Event online

Once you have decided on the details of your Team Fundraising Event, we want to hear about and help you promote it.

Visit our “Event Calendar” under “Resources” on pedalthecause.org, and click on the button at the bottom of the page to “Submit your Fundraising Event.” Email us the requested info to development@pedalthecause.org and we will add it to the Event Calendar! Make sure to include a link to a Facebook event or a PDF/JPEG image of a flyer with all the details. Event flyer templates are also available on the Tools page under “Resources.”

Know Your Tools

PTC provides an array of tools to help you and your succeed in your fundraising. Most can be found on pedalthecause.org, under the “Resources” tab, on the “Tools” page, including:

- PTC logos
- Customizable and printable team posters
- Fundraising event flyer templates
- Social media cover photos
- Video tutorials

Your profile tools are also a powerful way to motivate and track your team. Tools include:

- Reports: Past and current team reports, past and current donation reports
- Share your profile links to Facebook and via email

Stuck? Let PTC Staff and other Team Captains help.

PTC offers:

- Team Captain Orientations
- Team Captain Mastermind Facebook Group
- Individual Team Captain Meetings

Still have questions?
Contact us:

development@pedalthecause.org
314.787.1990
Stive for Team Incentives! Earning one of these team incentives will put your team on the map, and ensure you get the recognition you deserve during PTC event weekend!

- Raise $50,000 by 9/16 and earn a team tent in Ride Village
- Register 30+ riders by 9/16 and earn a team banner in Ride Village

Encourage your teammates to reach individual fundraising incentive levels! Striving to reach an incentive level will not only motivate you and your teammates to work harder at raising funds but it shows your potential donors that you are “all in.”

Although raising funds for cancer research will already leave you feeling warm and fuzzy inside, we think our top fundraisers deserve a little recognition and a few awesome perks. Remember, you must commit to or reach an incentive level by 9/25 to enjoy all the PTC Event Weekend perks!

**Incentives**

- **Yellow Jersey**
  - $2,500+
  - Commit to Yellow Jersey by July 1 and receive your Yellow Jersey for ride day
  - Invitation for 2 to the Yellow Jersey Celebration Event in Feb. 2020
  - Exclusive YJ gift given at Yellow Jersey Celebration
  - Extra ticket to Taste the Cause at Pedal the Cause event
  - Recognition on PTC website, in Yellow Jersey Celebration Program and in Annual Report
  - Incentive level icon on your PTC profile page

- **King of the Mountains**
  - $5,000+
  - All of the above benefits plus:
    - Complimentary registration for Pedal the Cause 2019 if you commit at registration
    - VIP parking at Pedal the Cause event
    - Designated KOM Concierge line at packet pickup at Pedal the Cause event
    - Exclusive King of the Mountains gift given at packet pickup
    - Recognition on digital signage at Pedal the Cause event

- **Road Warrior**
  - $10,000+
  - All of the above benefits plus:
    - $100 PTC Shop Credit
    - Recognition in post-event St. Louis Business Journal thank you ad
    - Start line shoutout on ride day at Pedal the Cause event

- **Podium**
  - $25,000+
  - All of the above benefits plus:
    - Participation at the 2019 Check Presentation
    - Invitation for 2 to the Podium Dinner with Beneficiary Leadership in Jan. 2020
    - Exclusive Podium gift given at Podium Dinner
    - Recognition during Inspirational Program at Pedal the Cause event
CUSTOM JERSEYS & GEAR

**Order Custom Team Jerseys:** Through our jersey partner, Primal Cycling Apparel, teams can order their own custom cycling jerseys! Primal will donate 15% of your custom apparel order directly back to your team fundraising effort. Visit pedalthecause.org and click on “Team Captain Guide” for more info or contact Jake Hayes at jake.h@primalwear.com directly to place an order. Orders must be placed by July 25, 2019 to have your jerseys for the event.

**Custom Team Apparel:** Through our partner Advantage Promotional Group, you can order custom t-shirts, hats, pullovers, sweatshirts, tank tops or whatever custom team apparel items you can imagine! Advantage will donate 10% of your custom gear order back to your team. For more info, contact Linda Bodker at lbodker.apg@gmail.com to place an order.

### IMPORTANT DATES

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 1</td>
<td>Registration Opens</td>
</tr>
<tr>
<td>April 25</td>
<td>PTC Corporate Challenge Breakfast</td>
</tr>
<tr>
<td>May 1</td>
<td>Registration Fee Increase</td>
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<tr>
<td>June 15</td>
<td>PTC Training Ride</td>
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<tr>
<td>July 1</td>
<td>Fundraising Commitment Increase</td>
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<tr>
<td>July 14</td>
<td>Ride for a Child Celebration</td>
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<tr>
<td>Aug. 2</td>
<td>A World Without Cancer Day</td>
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<td>Aug. 17</td>
<td>PTC Training Ride</td>
</tr>
<tr>
<td>Sept. 16</td>
<td>Deadline to reach Team Incentives</td>
</tr>
<tr>
<td>Sept. 25</td>
<td>Deadline to reach Individual Incentives (to enjoy weekend perks)</td>
</tr>
<tr>
<td>Sept. 28 &amp; 29</td>
<td>PTC Weekend</td>
</tr>
<tr>
<td>Oct. 31</td>
<td>Fundraising Deadline</td>
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<tr>
<td>Nov. 21</td>
<td>Check Presentation</td>
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**September 28 & 29, 2019**

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**Need help? Still have questions?**

Contact us:

devolution@pedalthecause.org
314.787.1990
PROMOTIONS

BRING A FRIEND: Refer a FIRST-TIME rider or spinner and be rewarded! When your friend puts your name in the “Referred by” field at registration, both you and your friend will receive a $50 credit towards your fundraising!* Refer multiple first-time rider friends and receive multiple credits.

*Referring rider MUST be registered before the first-time rider or spinner registers to receive the credit. Bring a friend funds are non-transferable.
SET YOUR GOALS: Setting fundraising and recruitment goals inspires others to join your team and to fundraise to the best of their abilities. Consult the “Team Tools” tab on your profile page to access last year’s data, and set reachable goals. Once goals are set, share them with your team and donors. Game on!

Team Name: ________________________
Captain: ________________________
Co-Captain: ________________________

<table>
<thead>
<tr>
<th>Activity Date</th>
<th>Goal</th>
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<tr>
<th>Recruitment Activities:</th>
<th>Fundraising Activities:</th>
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<tbody>
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<td>Activity</td>
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*The average PTC rider raises $1,200.*