TEAM CAPTAIN GUIDE 2021
Dear Team Captain,

Thank you for registering 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.

Did you know you are one of an elite group of 300 Pedal the Cause “cancer-curing” captains? The secret to our collective success is 100% of your team participant-raised donations fund cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital.

As a Team Captain, you have a valuable role in making this research possible. In this guide you'll find tools and resources to help you lead your team, stay on track and reach your fundraising goals.

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

David Drier
Executive Director, Pedal the Cause
Pedal the Cause 2021 Events Calendar

In addition to Pedal the Cause event weekend September 25 & 26, join us for training rides, virtual medical panel discussions, a Taste the Cause chef video series and other ways to engage and celebrate with the Pedal Family throughout the year.

April 1: Registration Opens
May 18: Medical Q&A Series | Session 2
July 2: Fundraising commitment minimums increase
July 31: Trailnet Training Ride
Aug. 6: A World Without Cancer Day
Aug. 17: Medical Q&A Series | Session 3
Aug. 29: Pedal the Cause Training Ride
Sept. 11: Kids Challenge & Ride for a Child Car Parade
Sept. 25-26: Pedal the Cause 2021
Sept. 25: Livestreamed Inspirational Program
Oct. 31: Fundraising Closes
Nov. 2: Medical Q&A Series | Session 4
Nov. 18: Check Presentation

For more event info: pedalthecause.org/events
COURSES & REGISTRATION

SAT. 9/25

- **PTC CIRCUIT**
  - 10 MILES EASY-BREEZY

- **PTC CLASSIC**
  - 20 MILES MOSTLY FLAT

- **HAMBURG HAMMER**
  - 32 MILES NOVICE GRAVEL

- **GRAVEL GRINDER**
  - 45 MILES INTERMEDIATE GRAVEL

SUN. 9/26

- **NEW**

- **PEDAL PACER**
  - 30 MILES MOSTLY FLAT

- **BIG HITTER**
  - 50 MILES ROLLING HILLS

- **METRIC CENTURY**
  - 62.5 MILES ADVANCED

- **CENTURY**
  - 100 MILES MOST CHALLENGING

- **SPIN ZONE**
  - 3 SESSIONS

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<thead>
<tr>
<th>REGISTRATION TYPE</th>
<th>REGISTRATION FEE</th>
<th>FUNDRAISING COMMITMENT UNTIL 7/1</th>
<th>FUNDRAISING COMMITMENT AFTER 7/2</th>
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<tbody>
<tr>
<td>IN PERSON SINGLE DAY</td>
<td>$75</td>
<td>$100</td>
<td>$250</td>
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<tr>
<td>IN PERSON TWO-DAY</td>
<td>$110</td>
<td>$200</td>
<td>$500</td>
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<tr>
<td>INSPIRED</td>
<td>$50</td>
<td>$100</td>
<td>$250</td>
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<tr>
<td>KIDS CHALLENGE</td>
<td>$15</td>
<td>N/A*</td>
<td>N/A*</td>
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*FUNDRAISE AND EARN INCENTIVES!*
YOUR PEDAL CHECKLIST

April-June: Register & Recruit

☐ Register for Pedal the Cause 2021!
☐ Update your team & personal profiles (profile, story & team goal)
☐ Start your Facebook Fundraiser
☐ Ask friends, family & co-workers to join your team!
☐ Share your team profile on social media
☐ Check out recruiting tools on pedalthecause.org/team-captain-guide
☐ Add key dates to your calendar & share with your team
☐ Host a kickoff party or "Lunch & Learn" recruiting event (contact development@pedalthecause.org for details)

July-October: Fundraising & Team Cultivation

☐ Host a fundraising event with your team (in person or virtual!)
☐ Get your team together for a Pedal training ride (or host your own!)
☐ Cheer for the Kids Challenge & Ride for a Child Car Parade on Sept. 11
☐ Attending in-person event Sept. 25-26? Be sure to get a team photo!
☐ Tune in to the livestreamed Inspirational Program on Sept. 25
☐ Share your event experience & make that final ask for donations

November-December: Celebrate & Recognize

☐ Rally your team as we reveal the 2021 fundraising total on Nov. 18
☐ Send thank-you notes to your donors and teammates
BUILD YOUR TEAM

READY TO TAKE YOUR TEAM TO THE TOP 10?

1. **Make it Personal**
   Upload a team photo and add a story about the reasons you created this team. You can even embed a YouTube video!

2. **Commit to a Team Goal**
   Commit to both a team fundraising and recruitment goal and share it on your profile and team poster.

3. **Create a Support Network**
   Add a co-captain or leadership committee to guide your team. Join the Pedal the Cause Team Captain Masterminds Facebook group.

4. **Share Communications**
   Keep your team in the loop by sending along Pedal the Cause emails and reminders about important dates and deadlines.

5. **Compete**
   Challenge another team to see who can recruit the most members or raise the most money for cancer research. Make it fun!

6. **Connect**
   Help your team members get to know each other with group emails, training rides, happy hours and more.

7. **Strive for a Team Incentive**
   If your team raises $50,000 by Sept. 13, you’ll earn a team Spirit Station and signage along the course.
**Fundraising Tools**

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

- **Online Fundraising Tools at** [pedalthecause.org/tools](http://pedalthecause.org/tools) **and** [pedalthecause.org/team-captain-guide](http://pedalthecause.org/team-captain-guide)
  - Fundraising toolkit
  - PTC logos & social media graphics
  - Customizable team posters & event flyer templates
  - Fundraising event flyer templates
  - Video tutorials
  - Resources for custom team jerseys and gear

- **Profile Tools (accessible from your Pedal the Cause profile)**
  - Past and current team reports
  - Share a link to your profile on social media

**Submit Your Team Fundraising Event**

Once you’ve finalized the details of your team's Fundraising Event, add it to our list of upcoming team fundraisers!

Visit [pedalthecause.org/events](http://pedalthecause.org/events) and click on the button at the bottom of the page to "Submit Your Fundraising Event." Be sure to include a link to your Facebook event or add a PDF or JPEG with all the details (event flyer templates are available at [pedalthecause.org/tools](http://pedalthecause.org/tools)).

**Need Help?**

If you’re stuck or just have questions, we’re here for you!

Reach out if you’re interested in a Team Captain Orientation or an individual Team Captain meeting with our staff. Our Pedal the Cause Team Captain Masterminds Facebook group is also a great resource.

**Pedal the Cause staff can be reached at**
[development@pedalthecause.org](mailto:development@pedalthecause.org) **or** **314.787.1990.**
INCENTIVES

Team Incentives
Raise **$50,000** by Sept. 13 to earn a Team Tent in Ride Village for ride weekend
Register **30+** participants by Sept. 13 to earn course signage for ride weekend

Individual Incentives
Encourage your teammates to reach individual fundraising incentive levels!

- Receive a Pedal the Cause branded Yellow Jersey for ride day
- Invitation for 2 to the Top Fundraiser Celebration in February 2022
- Recognition on PTC website, at Top Fundraiser Celebration, and in Annual Report
- Incentive level icon on your PTC profile page

- Above benefits, plus complimentary registration for Pedal the Cause 2021 if you commit at registration
- Exclusive KOM gift* delivered after the close of fundraising.
- Recognition on signage at Pedal the Cause event

- Above benefits, plus Pedal the Cause Shop Credit of **$100+**
- Exclusive Road Warrior gift* delivered after the close of fundraising.
- Recognition in post-event St. Louis Business Journal thank you ad
- Prominent recognition at Pedal the Cause event

- Above benefits, plus participation in the 2021 Check Presentation
- Exclusive Podium gift* delivered after the close of fundraising.
- Invitation for two to the Podium Dinner with Beneficiary Leadership
- Recognition during livestreamed Inspirational Program on September 25

*Incentive Earners will be awarded one incentive level branded gift
**Set Your Goals**

Setting fundraising and recruitment goals inspires others to join your team and fundraise to the best of their abilities. Once goals are set, share them with your team and donors. Game on!

*Helpful Hints: Consult the "Team Tools" tab on your profile page to access last year's data and set reachable goals. The average rider raises $1,200.*

**Team Name:** ________________________________

**Captain:** ________________________________

**Co-Captain:** ________________________________

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<th>Previous Year</th>
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<td>2) # INSPIRED</td>
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<td>3) # SPINNERS</td>
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<td>4) # KIDS CHALLENGE</td>
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<td>5) # VOLUNTEERS</td>
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<td>6) TOTAL PARTICIPANTS</td>
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<td>7) # INCENTIVE RIDERS</td>
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<td>8) TEAM FUNDRAISING TOTAL</td>
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<td>9) AVG. RAISED PER PARTICIPANT</td>
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**Recruitment Activities**

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<th>Date</th>
<th>Goal</th>
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**Fundraising Activities**

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