

TIPS FOR TEAM CAPTAINS



How to build an amazing team for
more fun and greater impact



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GETTING STARTED

Know Your Role

There's no use pretending otherwise – your role as a team captain is a multi-tasker's dream. You're a recruiter, coach, parent, trainer, banker, fundraiser, nurse, organizer, communicator, and above all, a cheerleader. That's what you signed up for, so embrace the opportunity! Thinking big is key, and you can do it.

Choose a Smart Team Name

If you are recruiting from a non-profit charity, choose a familiar name. Avoiding short, generic names like "YUE" unless that's really how everyone knows us is important. Otherwise, go nuts make it fun and funny! We've seen hundreds of creative bike- or cause-related names; You will join the hall of fame and make your team stand out. Once chosen, it's a good idea not to change it.



THROUGHOUT THE CAMPAIGN

Set a Team Fundraising Goal

You absolutely, positively have to set a fundraising goal for your team. A good sample goal is \$2000, representing the average team result of 8 riders raising \$250 each. But you won't settle for average. Pick a goal you want and go for it! Letting every rider you recruit know this goal from the get-go so they understand what is expected of them is essential.

Choosing Team Members

Make a list of potential team members first. Considering the list below to help prompt your thinking is useful. You won't ignore anyone and will remember that the default isn't cyclist, walkers, or runners; it's people who will make fun team members and who care about the vulnerable youth you are moving for.

- Spouse/partner
- Kids, siblings, nephews or nieces
- Mom or Dad
- Co-workers and boss
- Neighbours
- Friends
- Classmates
- Church members and pastors
- Social pals
- Study group members
- Small group members



WHILE THE CAMPAIGN IS UNDERWAY

Make (But Don't Take) Everything Personal

If you want someone to join your team, you need to invite them personally. Email is fine, but a phone call is 10X better, and face-to-face is even more effective. But remember, never take a 'no' personally, just smile and move on.

Use the Online System

Our online system, Zeffy, makes everything easier. You can recruit all your team members, track all personal and team donors, message and email your team members, and track personal and team fundraising results. It's all there! If you use it, you will reach your team's goal and that much more.

Communicate Weekly

Email your team every week with a short blast. Don't write an essay – it's just an update to keep everyone in the loop on a weekly basis. Here are a few ideas to start you off:

- Current team fundraising total
- New team members and profiles
- A team member who had a great fundraising week
- Future events/get-togethers, etc.

Build Some Buzz

If you are on Facebook, change your profile picture to one of you doing your motion of choice, running, biking, rollerblading, etc.... You can set up a team Twitter account and engage everyone with inspiring and sincere tweets about your campaign. Hosting a meaningful lunch/dinner/desert event for the team to discuss the challenges youth are facing and the support that will be provided from the funds raised can also help build buzz and make your team love the experience even more!



Get Together

If your team lives nearby, you should make a point of getting together before Mission In Motion Day if possible. You can host a team BBQ, train together for the day, and share dinner with family afterwards. Meeting for coffee to discuss your fundraising goals and ideas at church, work, or another place is also a great idea.

Lead by Example

As a captain, you need to lead. If you expect your team members to raise funds, you better set the example. You need to jump right in and get your fundraising campaign going first. An easy way to start is to give to yourself, showing them you are serious. Your team will follow when they see you putting in the effort. You need to make sure to post all of your donations online and encourage your team members to do the same this adds to your scoreboard total and increases momentum.

ON THE DAY OF THE RIDE

Arrival and Check-In

Make sure your team knows when and where to gather on the day of Mission In Motion. Set a firm arrival time at 9 AM and ensure every team member knows what is required of them. Relay the time that is given to you when leaving on your ride together, even if your team is riding different distances. Your main goal is to keep your team connected and cared for, so you can make sure everyone is happy before heading out on your motion (cycle, run, walk etc).

Take a Team Photo

Taking a team photo is an important YUE tradition. Gather the team and ensure you snap lots of pictures before, during and after your motion. Close-up shots matter most, capturing your team's faces. Make sure to share them with your team after the event. Feeling motivated? Make copies of the best picture for everyone and place them in dollar-store frames with handwritten 'thank you' notes – they'll cherish it.

Share Your Cell Number

Ensure your team has your cell number on the day of. Make sure you have maps for the routes for everyone which you will get the morning of. This helps your team connect, call, locate, or reach out as needed throughout the day. It's essential for keeping everyone organized and in touch.



Stay for Lunch and Cheer Your Team On

Gathering for lunch after the mission is a must. Celebrate your hard work and team effort by eating together. Stay in contact with each team member and encourage those who finish early to stay and cheer for the late arrivals. Supporting each other is what teams are all about.

Make sure to read our Mission in Motion Fundraising Toolkit, included in the thank-you email sent upon your registration. It will guide you towards achieving your fundraising goal successfully, increasing the impact you will be making in young lives.

Thank you, and remember to have fun with your team! You've got this!

If you have any questions or concerns, please feel free to reach out to Pamela Smith!

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