

READY TO START A TEAM?

FORMING A TEAM IS AS EASY AS THESE SIMPLE STEPS!

Step 1 - Recruit, recruit, recruit!

- *Set a goal.* Teams must be comprised of four or more people, although many of our teams have more than 10 members and as many as 90 members! Set a recruitment goal and go for it!
- *Make a list* of possible team members. Think about coworkers, family, friends, church members, etc.
- If your team is a corporate team, secure support from top executives. Recruit department supervisors to create friendly challenges and competition.
- Use company newsletters, e-mail, bulletin boards, paycheck stuffers, etc., to *advertise your recruitment efforts.*
- *Contact our Teams Coordinator* at (302) 655-5610 to schedule a presentation to your company or organization about the importance of participating in Bike MS: Bike to the Bay.
- *Be sure each team member registers individually* and includes your team name and the name of your team captain on all registration forms so that our records will accurately reflect participation by all members of your team.
- Watch for regular team rosters to *track your recruitment efforts.* Notify our office about any discrepancies.

Step 2 - Raising money

- *Set a team fundraising goal* that translates into individual goals. Our pledge average is over \$400.
- Be sure each team member collects *individual contributions.* Recommend to your teammates that contributions be collected up front to save time and effort.
- Remind team members that they are *eligible for individual awards* as well as team awards.
- *Organize fundraisers* like bake sales, raffles, pay for dress-down days, and barbecues to supplement individual fundraising efforts.
- Provide team members with *sample fundraising letters.*
- Ask your human resources manager if your company has a *matching gifts program.* Many companies match their employee's donations dollar for dollar.

Step 3 - Communication & Goal Setting

- If possible, *set recruitment and fundraising goals together.*
- *Share information* with your team members on a regular basis, including updates on registered team members and fundraising efforts. How close are you to your goal?

Step 4 - Make it FUN!

- Have a *pep rally!*
- Don't forget to *make the experience fun* for everyone involved - participants and volunteers alike.
- *Organize a contest* to design the best team Jersey or T-shirt. Be sure to prominently display your company logo for maximum exposure on event day! We are recommending Primal and Verge this year for your team jerseys.
- What else can you do to make it fun and *draw attention to your team?* Items like special hats, jerseys, balloons and banners are encouraged and welcome provided they don't affect the safety of participants, volunteers or spectators