

 American  
Lung  
Association.

**Cycle**  
For Air 



# Team Captain Guide



## Hooray for Team Captains!

Thank you for leading a team! You have stepped up and have proven your commitment to conquering lung disease. Whether this is your first time participating or you are a veteran, we are thrilled you decided to be part of the movement to make every breath count!

Teams are a great motivation for people to reach personal fitness goals while enjoying time training and riding with others, share their philanthropic spirit, build and strengthen team skills among corporate employee groups, and create great community visibility.

Cycle for Air Alaska is more than just a cycling event; it's the riding force behind searching for cures to lung diseases, including COVID-19, keeping kids off tobacco and e-cigarettes, and fighting for laws that protect the air we breathe. YOU are now playing a huge role in fulfilling our mission to save lives by improving lung health and preventing lung disease!

As a Charity Navigator Four Star rated nonprofit organization, you can feel confident partnering with us knowing that eighty-eight cents of every dollar raised goes directly to our mission work.

**Together we will create a world without lung disease.**

As the oldest voluntary health organization in the country, we pioneered the model of using education, advocacy and research to virtually eradicate tuberculosis in the United States. We will use those same principles to ensure our nation can address today's pandemic and is prepared to meet the challenges of future lung infections. COVID-19, like most in the coronavirus family, is a respiratory disease and, thanks to your support as a Cycle for Air participant, the American Lung Association is uniquely positioned to make a substantial and rapid impact.



### Cycle Your Way

Cycle Your Way allows you to choose your route location, your route length, when you ride, and who you want to ride with. You will also enjoy many interactive online activities to help you focus on your training and fundraising, and connect with fellow riders. There is no minimum fundraising level for Cycle Your Way participants, and they are eligible for the same incentive gifts as the in-person riders.

### TEAM CAPTAIN TIP

**Remember to tell your teammates, you are riding in support of the COVID-19 Action Initiative.**

This Team Captain Guide will serve as a reference to help you become a successful team leader. While we hope this information is helpful, we also know that a personal experiences with lung disease, lung wellness and healthy air for all lungs is more important and relevant than any tips we could provide. Your story is the most effective way to make an 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.

Our fundraising tips and Lung Association staff are here to support you in any way that leads to your success. There is nothing like the satisfaction of knowing you are making a difference whether you have a personal connection, ride for all those affected by lung disease, or in support of everyone's right to breathe clean air. You and your team are making a real difference, together!

**Thank you for your dedication and commitment to helping create a world free of lung disease.**

## Cycle Your Way!

**New in 2021!** Your team's Cycle Your Way is perfect as a personal challenge and an opportunity for friends, family, and coworkers to ride at their own pace and time. This flexible option is customizable for families, advanced cyclists, and casual riders who are both near and far because Cycle Your Way takes place in your own community. Everyone in your circle can be part of your Cycle Your Way team!

# Champion Your Team's Fundraising Efforts

As a team captain, you can help your teammates get the most out of their event experience. You can directly influence the success of your team by ensuring your teammates fundraise online and train using our free Strava Club. This guide is designed to help you do just that.

## Cycle for Air Team Captain (*noun*)

1. a leader in the fight to end Lung Disease
2. one who rallies and motivates

*see: hero, inspiration*



## TABLE OF CONTENTS

Getting Started.....	4
Setting Your Goals .....	4
Team Captain Tools .....	5
Building Your Team.....	6
Keeping the FUN in FUNdraising .....	7
How to Become a Top 10 Team.....	8
Communicating With Your Team.....	9
Team Captain Goal Worksheet.....	13
Team Captain Checklist.....	14

### Questions? Ask Away!

Jennie Tschappat & Heather Johnson | 907-644-6414 & 907-891-7444 | [CycleForAirAK@Lung.org](mailto:CycleForAirAK@Lung.org) | [CycleForAirAK.org](http://CycleForAirAK.org)  
 American Lung Association in Alaska | 500 W Int'l Airport Road, Suite A | Anchorage, AK 99518  
 American Lung Association staff can be reached Monday through Friday from 9:00 a.m. – 4:30 p.m.

## Now, Let's Get Started!

We provide you with the tools to build a successful team. Here are a few first steps to get you started.

### Make a Self Donation

It is important to get your personal fundraising started. Secure your first donation by making a self-donation. It will inspire your team!

### Set Your Team & Personal Goals

Be ambitious! Set a high team goal and a high personal goal. Encourage your team members to do the same. There is an easy goal worksheet for you at the end of this guide. You can go into your participant center and change or update your goals at any time. But no time like the present! Your Lung Association staff are available to help you so don't hesitate to give them a call or send an email. Their information is available on page two.

### Create a Plan

Now that you have a goal, create a plan to help you achieve the goal.

- 1 Create team recruitment benchmarks and deadlines to help you reach your ultimate goal.
- 2 Create team fundraising deadlines such as a date for everyone to reach their fundraising minimum. Once the fundraising starts it keeps on rolling.
- 3 Set a date for a virtual team kickoff.

*Your local Lung Association staff are happy to help you set this up.*



### Personalize the Team Fundraising Web Page

Now that you are registered and ready to reach out to prospective teammates, make sure the team webpage you are sending them looks amazing and is easy to access. It's simple! Encourage your team members to customize their personal pages as well. Your story is the most effective way to have impact and motivate others to join and support your team.

#### Customize Your Team Webpage

- 1 Log into your event using your username & password
- 2 Click on **My Team** Page tab
- 3 Customize the page with text and a photo; if you are a company team and you don't have a photo, consider using your company logo (with the company's permission)

#### Create a Vanity URL (Web Address Shortcut) for Your Team Page

- 1 While still on your team page, look towards the top in the small print and find the vanity URL link
- 2 Click on the URL settings and customize the keywords for your custom web address (case sensitive, don't use spaces)
- 3 Hit save. If you receive an error message, the web address you chose is already in use and you will need to select something different and repeat steps 1-3.
- 4 Copy and paste the vanity URL into a new window of your browser to make sure the link works. Give this address to potential teammates and put it in your email signature!

#### TEAM CAPTAIN TIP

Don't forget to take five minutes to customize your team webpage and web address after you register. It's an easy way to speed up recruitment and donations.



**We have several tools available to help team captains, from creating a team page to helping additional team members register to join the event, and ensuring your team fundraising goal is met.**

### **Emails**

We'll help you through the process of being a team captain by providing you with email templates that are tailored to help you with recruitment and fundraising.

### **Team Kick-offs & Virtual Happy Hours**

We are happy to help you host a virtual presentation via Skype, Zoom, or Microsoft Teams to recruit team members, explain how the American Lung Association uses the funds your team raises and work with you to get your team all fired up!

### **Materials**

Check out the Team Captain Check List at the end of this guide for fundraising ideas, team recruitment and general ride information. Ask your event manager for additional materials to support your efforts.

***Your Event Manager is here for you. Your American Lung Association office can help with text for company postings, social media postings and company newsletters, can help you plan virtual recruitment and team kick-off meetings and provide posters and brochures and information about the Lung Association's inspiring mission.***



**Now you're ready to build your team! Ask everyone you know—you'll be surprised how many people will ride with you if you just ask!**

### More Riders Can Participate with Cycle Your Way

Friends, colleagues, and family members who want to join your team but prefer not to attend a large group event, do not enjoy group rides, or who are novice riders can join your team through Cycle Your Way! On the Cycle For Air Alaska website, you will find a link to our Strava club where trekkers can track their progress and connect with other participants from anywhere! Cycle Your Way trekkers do not even have to ride a bike to be a part of the Cycle For Air Alaska community and are eligible for all incentive gifts! Remember, anyone can join your team and support the American Lung Association!

### Recruiting Team Members

#### Friends and Family Teams

Let your friends and family know you are riding in a Cycle for Air event and ask them to join your team. Write and send a brief email that shares your story, so people understand the importance of your efforts. Connect with friends on Facebook, Twitter, and other social media outlets. Host a team rally, but remember to social distance and wear masks, or host a virtual get-together!

#### Corporate and Community Teams

Decide if a co-captain would be helpful or if you have multiple departments or multiple sites talk with your Event Manager as to whether an umbrella team might work for your team. An umbrella team is a way to have sub-teams under your company name with multiple team captains. This is a great way to create internal competitions between branches or departments. Next, put together a plan to recruit your peers. This could include lunch-and-learns, company newsletters, social media, internal training rides, internal web-based networks and/or staff meetings.

#### TEAM CAPTAIN TIP

Although the online system only recognizes two co-captains, we recommend assigning roles to others on the team, as well. Recruit teammates to lead team training rides, help the team fundraise together, make your team tent a party, solicit team sponsors and more.

### Identify a Co-Captain

As teams grow, it becomes more and more important to divide up leadership tasks. We want you to have fun while leading the way and sharing responsibilities will help you stay balanced. So think about who could help you spread the word, create excitement, and plan team activities.

### Invite Your...

- Friends, Family & Neighbors
- Co-workers
- Doctor, Dentist, Hair Stylist, etc.
- Acquaintances from your place of worship
- Acquaintances from your various hobbies, classes or teams
- Local schools, teachers & students you work with
- Local civic organizations (Lions, Rotary Club, etc.)
- Clubs, sports teams, and professional organizations

### Use Materials & Resources to Spread the Word

- Get posters & brochures from your Event Manager
- Send email invitations to your contacts (get permission before emailing co-workers)
- Use social media like Facebook, Twitter & LinkedIn
- Create your own Team Captain business cards (ask your Event Manager for the template)
- Make an announcement at your next club meeting
- Share what you are doing with your local newspaper
- Ask your company to spread the word

#### TEAM CAPTAIN TIP

You can send emails to prospective teammates from within your Participant Center. Just log in, sync your contacts from your existing email account, type your invitation, and you're all set! You'll be notified every time someone joins your team, as well! You can also include your team page vanity URL in the body of any email you write.

## Make yourself a fearless fundraising leader! We have many fundraising tips that can help you meet and exceed your goals.



Check out all the helpful fundraising tools in your Participant Center or contact us to create a fundraising plan that is right for your team. When you form a team, determine whether each person will meet their minimum individually or through team fundraising activities, then talk with the Event Manager about your plan. The most successful teams encourage team member responsibility for their individual fundraising combined with team activities! Create teamwork and connections within your team.

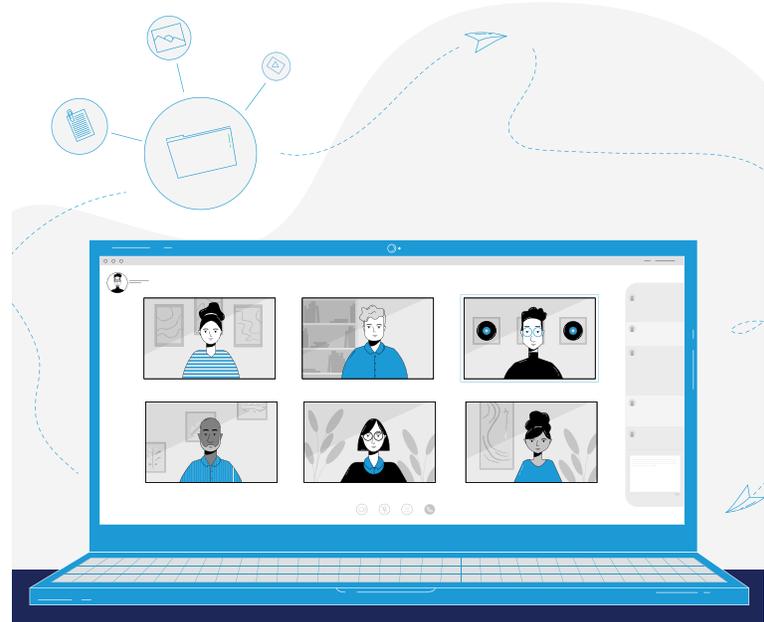
New team members may be apprehensive about the fundraising minimum or increasing their fundraising to the next incentive gift level. Remind them that fundraising can be fun and is a great way to let people know that they care about the mission of the American Lung Association and stopping COVID-19. We set up your team members for success with fundraising steps to follow in their Welcome Packet. Be sure to remind them to read through their Welcome Packet and call a Lung Association staff member if they need help!

Walk each team member through the fundraising process. As the ride gets closer, you'll receive regular updates from the event. Keep your team informed! Check in periodically on your team's registration numbers and fundraising total.

Log in to your team homepage by using the username and password you selected when you signed-up. You will be able to view your team roster and fundraising efforts from there. Write your username and password down and keep it in a safe place. If for some reason you have trouble logging in, you can recover your login credentials through the website, or send an email to your event manager.



**Make sure to encourage your teammates to join our Virtual Kick Off and Cycle Your Way events through the campaign for ideas on how to be a really successful team. Check the website and your weekly Cycle For Air Alaska communications for details on Cycle Your Way activities and events.**



## 10 Ways to Take Your Team to the Top 10 List

### 1 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. If your teammates don't know how to personalize their web pages, take the time to show them, or ask your American Lung Association staff member to help them. It's the same steps you did to personalize the team page, with the exception they use the "My Personal Page" tab instead of "My Team Page."

### 2 Create a Support Network

Invite someone to lead your team with you as a co-captain, form a committee or set up sub teams under your corporate umbrella. Ask your American Lung Association staff to set up your co-captain or umbrella team today.

### 3 Compete

Challenge another team to see which team can recruit the most members or raise the most money for lung research, education and advocacy.

### 4 Connect

Encourage teammates to train using the Strava Club and organize virtual post training ride happy hours.

### 5 Know Your Tools

We provide an array of tools to help you and your team succeed in your fundraising. Many of these tools can be found in your Participant Center.

### 6 Send Emails

The easiest way to meet the fundraising minimum is for each teammate to send some emails through the Participant Center to their friends, neighbors, and family.

### 7 Go Social

Create a Facebook fundraiser from the Participant Center. Invite your friends to see it and watch the donations pour in.

### 8 Download the App

Download the Cycle For Air app on your phone; it's an easy way to track, thank and ask for donations.

### 9 Matching Gifts

Make sure every teammate is asking their donors about matching gifts. If the donor works for a company that does matching gifts, the team member may be eligible for double donations!

### 10 Team & Individual Incentive Gifts

Send your teammates the link to the incentive levels so everyone knows what they can earn!

*Send your teammates notes of encouragement.  
Get in touch with your cheerleading side!*

## Team Fundraisers

Team fundraisers are also great ways to boost your team's fundraising. Consider these ideas, many of which can work with social distancing. Ask your local American Lung Association staff for help planning your fundraiser.

- Garage Sale  
(with social distancing)
- Virtual Happy Hour Events
- Car Wash  
(show up at a friend's house and wash their car while they stay indoors or keep socially distanced)
- Online Silent Auction
- Online fun activity or challenge  
(sing your friend's favorite song online for a large donation, do a silly dance online to someone's favorite song)
- Be creative and have fun

### TEAM CAPTAIN TIP

If your teammates are dragging their feet about personalizing their websites and sending emails, make it a party! Host an online get together and have everyone sit at their laptops or on their phones as they customize their webpage, import email contacts and send an email requesting sponsorship. It's fun, productive and a great team building activity.

Now that your team has signed up, you need to keep them engaged. **Communication is key**, but how do you get the information to them easily and effectively?



Use your Participant Center to send email messages to your teammates. All of your teammates automatically load into your Participant Center Contacts, so it is easy to select them.

## To Send a Team Email from Inside Your Participant Center

- 1 Click on the **“My Team Page”**
- 2 At the bottom of the page click on **“email my team”**
- 3 Select **“other”** and compose a custom message to your teammates.
- 4 Click next and select the group **“teammates”**
- 5 Select the teammates you would like the message to go to and click **“send”**

## Recommended Team Messages

- Send weekly team updates starting at 16 weeks (four months) before event day. Check the website often for up to date tools and information.
- Be sure to introduce the Co-Captain(s) in the first email and ask them to help write emails.
- Welcome new members with a personal email when they join the team.
- Remember to talk about why the American Lung Association needs you to fundraise!
- Congratulate team members in the weekly updates by mentioning their names when they do something spectacular, like surpass their fundraising goal or become a Champion fundraiser.
- Encourage teammates to respond by engaging them in topics like training, team apparel, team incentives, what to bring to the team tent on event day if you earn one as a top team, etc.
- Keep the emails brief – a paragraph or two to check in.

*“Make sure your messages are positive and uplifting. Get the team pumped up!”*



### TEAM CAPTAIN TIP

Want to communicate with your team more often? Consider starting a team Facebook group. Invite team members to join and provide daily updates about cycling, team progress, the Cycle for Air event you will be participating in, lung disease, and more. Just be sure to keep the page active with several posts per week.

## Step 1: Goal Setting

Goal setting is one of the most important steps to creating a successful team. It's important to set a stretch goal that is challenging and significant, yet attainable. Team members want to be a part of something impactful and will be more apt to take action if a goal has been set for the group and communicated out to the entire team.

**Fill in the worksheet below to get started. Remember, this is your goal; what you want to achieve, and feel is realistic. Aim high to end Lung Disease! We know you can do it and we can help!**

\_\_\_\_\_

Team Name

\_\_\_\_\_

Team Captain(s)

### For Returning Teams

\_\_\_\_\_ number of teammates last year. New teammates goal \_\_\_\_\_

\_\_\_\_\_ team fundraising average last year. New fundraising average goal \_\_\_\_\_

\_\_\_\_\_ total raised last year. This year's team goal \_\_\_\_\_

### For New Teams

\_\_\_\_\_ number of teammates x \$ \_\_\_\_\_ = \_\_\_\_\_ team goal  
*(event fundraising average)*

**OR**

\_\_\_\_\_ number of teammates x \$ \_\_\_\_\_ = \_\_\_\_\_ team goal  
*(Cycle For Air Alaska fundraising minimum is \$200 per participant)*

### Suggested Goals

A new friends & family team is encouraged to strive for at least five members. A new corporate team is encouraged to evaluate company size, and include family and friends, when goal setting:

- **Small Company** (up to 250 employees) – strive for 10-15 team members
- **Medium Sized Company** (250-500 employees) - strive for 25 team members
- **Large Company** (500+ employees) – strive for 50 or 100 team members

Returning teams are encouraged to have each team member recruit at least one more teammate, aiming to double the team size.

**Our Team's Stretch Goal:** \$ \_\_\_\_\_ for lung disease research, education, & advocacy

**Team Kickoff Date:** \_\_\_\_\_

**Plan for Kickoff** (lunch and learn, training event, booth in lobby, presentation at staff meeting, etc.)

\_\_\_\_\_

\_\_\_\_\_

## Step 2: Identify Your Co-Captain

As teams grow, it becomes more and more important to divide up leadership tasks. We want you to have fun while leading the way and sharing responsibilities will help you stay balanced. So think about who could help you spread the word, create excitement, and plan team activities.

### Who do you know that...

- Is a fitness enthusiast or an athlete?
- Lives with lung disease or has a close friend or family member?
- Is motivated by competition, incentives, or recognition?
- Is not afraid to talk to others and make asks?
- Is a great fundraiser?
- Has a large circle of influence?
- Is a party planner?
- Has pull within your company or family?

List your potential Co-Captains here, and note any special skills that might come in handy:

---



---

### Now, select your strongest Co-Captain and ask them to help!

Remember, they are much more likely to say yes if you make it personal and important to you. Don't forget to tell them why you are getting involved! They could also have the privilege to be a leader in the fight to end lung disease!

## Step 3: Get Going

Before you start recruiting teammates, it is important to get yourself personally registered online, so teammates can easily find and join you. They can't join a team that doesn't exist!

1. Register Yourself First
2. Make a Self-Donation
3. Set Your Goals & Make a Plan
4. Get Your Co-Captain Signed Up
5. Customize Team Web Page
6. Email Invitation to Previous Members
7. Use Materials & Resources to Spread the Word
  - Send invitation to join your team emails through your Participant Center to your contact lists
  - Get poster, flyers or brochures from your local American Lung Association office & post or distribute at work or school
  - Ask current members to recruit one more team member each
  - Facebook, Twitter and LinkedIn post asking friends to join you
  - Make an announcement at your next club meeting
  - Ask your companies marketing and HR teams to help spread the word
  - Share with your local newspaper or community newsletter what you are doing and why

8. Boost Team Fundraising

- Download the App
- Make sure your teammates personalize their web pages with custom text and a photo.
- People who raise funds online with custom pages raise 3x the amount of people who don't personalize their page. Donors want to know why you are participating!
- Send emails through Participant Center—Challenge each team member to send 15 emails
- Use the event logo as your profile picture on social media
- Have team member incentive contests
- Plan a fundraising event (bbq, raffle, jeans day at work, car wash, bake sale, garage sale etc.)
- Team Kick Off event (cocktails, bbq, coffee, lunch and learn)

9. Make Sure to Invite Your: *(Keep a detailed list and check off as you ask/receive)*

- Friends, Family and Neighbors
- Co-workers, teacher and classmates
- Doctor, Dentist, lawyer, hair dresser, accountant, dry cleaner, vet
- Acquaintances from your place of worship
- Acquaintances from your various hobbies, classes or teams
- Local civic organizations (Lions, Rotary Club, Chamber of Commerce, etc.)
- Clubs, sports teams, and professional organizations
- Post periodically to social media contacts (Facebook, LinkedIn, Twitter)

10. Team Member Communications

- Email team members announcing goals and introducing the Co-Captains(s)
- Recognize and congratulate team members who meet/exceed goal
- Send weekly team updates starting at 16 weeks (4 months) before event day (keep the emails brief- a paragraph or two)
- Encourage teammates to respond by engaging them in topics like training, team apparel, team incentives, what to bring to the team tent on event day if you earn one as a top team, etc.
- Welcome new members with a personal email when they join the team
- Remind everyone to ask their donors if their company has a matching gift program
- Thank you note to all team members after event

**Prospective Team Members**

- |          |          |           |
|----------|----------|-----------|
| 1. _____ | 5. _____ | 9. _____  |
| 2. _____ | 6. _____ | 10. _____ |
| 3. _____ | 7. _____ | 11. _____ |
| 4. _____ | 8. _____ | 12. _____ |

Team Kickoff Party Date: \_\_\_\_\_

**Prospective Team Fundraisers**

Event: \_\_\_\_\_ Date: \_\_\_\_\_ Goal: \$ \_\_\_\_\_

Event: \_\_\_\_\_ Date: \_\_\_\_\_ Goal: \$ \_\_\_\_\_

Event: \_\_\_\_\_ Date: \_\_\_\_\_ Goal: \$ \_\_\_\_\_

Does your company have matching gifts?  Yes  No



# Cycle For Air Events in the Mountain Pacific Region

**Cycle For Air Alaska** | Cycle Your Way  
[CycleForAirAK.org](http://CycleForAirAK.org)

**Reach the Beach – Washington** | Cycle Your Way  
[ReachTheBeachOR.org](http://ReachTheBeachOR.org)

**Reach the Beach – Oregon** | My Ride  
[ReachTheBeachWA.org](http://ReachTheBeachWA.org)

Thank You to Our Sponsors!

**Matson**



Dr. John Yordy  
& Magdalena Acevedo de Yordy  
Valley Radiation Therapy Center  
Anchorage Radiation Therapy Center



CRW Engineering  
Stantec