



# Team

## Captain Guide



## Hooray for Team Captains!

Thank you for leading a team! We are thrilled that you decided to be part of the movement to make every breath count. Creating a team provides great community visibility and we are here to help you!

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 ninety cents of every dollar raised goes directly to our mission work!

### Trek Across Maine Basics

- **A Trek team ideally consists of five or more members.** Don't worry, if you have less than five members you can still be considered a team!
- **Each team member must meet the \$550 fundraising minimum** (\$400 fundraising minimum ages 7-17) individually. Reaching this minimum means that team members will earn their commemorative Trek t-shirt, accomplishment medal and collectible sticker.
- **Fundraise.** Exceed our fundraising minimum to qualify for amazing incentives.

### Team Captain Toolkit Contents

In this team captain toolkit, you'll find all the tools and tips you'll need to prepare you for your Trek experience as a Team Captain! With your help, we can continue to fund more research, impact more policy initiatives and expand our reach in the community with life-saving education and programming.

- How to utilize your **Participant Center** as a Team Captain
- How to use our **Cycle For Air mobile app** to get started tracking your mileage and communicate on the go with your team members
- How to stay connected with us and other Trekkers through social media and e-communications
- Information for ordering team jerseys and more!

### Questions?

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# Starting Your Team



## Champion Your Team: Rally and motivate!

As a team captain, you help your teammates get the most out of their event experience. You can update them on important information, follow up on Trek deadlines, assist them in fundraising, get social with Zoom meetings, conduct training rides, order jerseys, and more.

## Getting your team started...

### 1) Register and Create Your Team

- If you aren't already registered for the 2024 Trek, visit [TrekAcrossMaine.org](https://TrekAcrossMaine.org) and click REGISTER.
- Select Register as a New Team Captain or you can choose to Recreate Team from Last Year.
- Give your team a name (or select your Team Name from a previous year)
- Complete your registration using your username and password from last year or create a new one if you haven't Trekked before.

### 2) Set Team Goals

- Set a fundraising goal for your team
- Choose which division your team should fall under: (corporate, community or friends + family)

\*Be mindful of duplicate or very similar team names, as they may be confusing when team members are trying to join your team.

### 3) Personalize your Team 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 participants to customize their personal pages as well. Sharing your story and pictures along the way is the most effective tool to impact and motivate others to join and support you and support you and your team! See next page for instructions!

### 3) Share!

Share your team page in email, text or on social media with prospective team members or donors. The more the merrier when it comes to bringing people together to stay active and support a good cause.

## Stay connected



# Customizing Your Team



Did you know that participants who update their personal fundraising page raise more than double what the participants who do not update their page do? This same principal applies to teams as well!

To access your participant center (where you can find your personal and team fundraising pages), visit [TrekAcrossMaine.org](http://TrekAcrossMaine.org) and then click Login at the top right.

## Customize Your Team

### URL, Photo and Page Body

The screenshot shows the 'Edit Your Team Fundraising Page' interface. At the top, a navigation bar includes 'My Home', 'My Social', 'My Email', 'My Progress', 'My Personal Page', and 'My Team Page', with a yellow arrow pointing to 'My Team Page'. The main content area is titled 'Edit Your Team Fundraising Page' and includes a '(View Team Page)' link. It features three main sections: 'Team Page URL', 'Body', and 'Photo'. The 'Team Page URL' section shows the current URL and a '(URL Settings)' link. The 'Body' section has a rich text editor with a toolbar and a preview of the page content. The 'Photo' section includes a file upload area, a caption field, and a 'SAVE/UPLOAD' button. On the right side, there is a 'Team Info' sidebar with fields for 'Team Name', 'Not Last Pace', 'Company', and 'Division', along with 'View Team Roster' and 'Email Team' buttons. Social media icons for Facebook, Twitter, and LinkedIn are also present. At the bottom, there are 'Preview' and 'SAVE' buttons.

**Click URL SETTINGS to customize your team page URL.**

**Edit your team page with a title and share why your team cycle rides. Don't forget to save your text!**

**Add a photo or video of your team to create an eye catching visual.**

# Recruit Team Members



## Team Captain Tip

You can send emails to prospective team members from within your Participant Center. Simply login, sync your contacts from your existing email account, and send your email asks! You'll be notified every time a new member joins your team.

# Building Your Team

- Share your story with friends and family across the country so people understand the importance of your efforts and ask them to join your team
- Connect with old friends and make new friends on Facebook, Twitter, and other social media outlets
- Create a Corporate team and create competitions between branches or departments and remote work sites
- Expand your peer relationships at work
- Challenge your team members to send 10 emails through their Participant Center
- Ask current members to recruit one more team member to join the fun

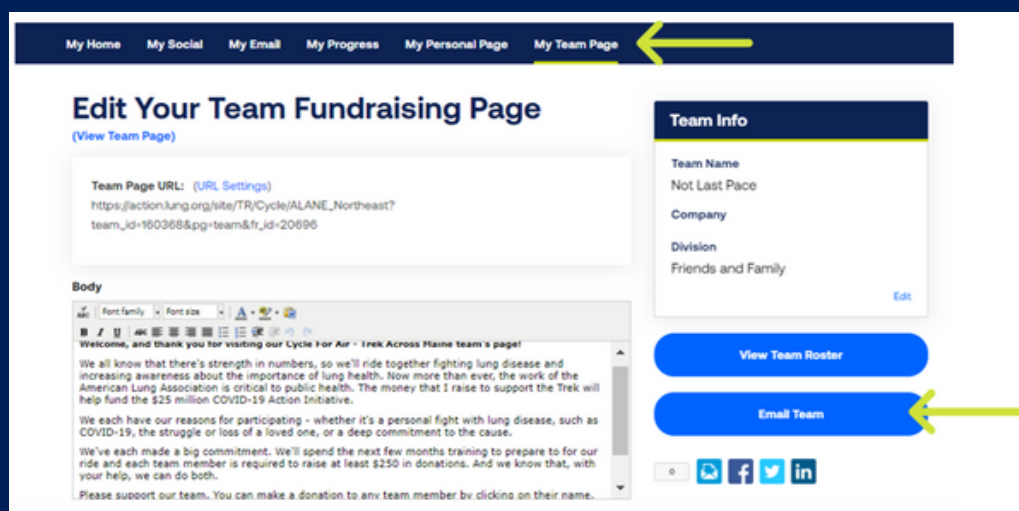
Checks

## Team Captain Tip

Find a co-captain! As your team grows, it becomes more important to divide up the leadership tasks such as ordering jerseys or t-shirts, organizing team happy hour meetings, recruitment efforts, communication with team members, organizing training rides, and more!

## Communication is Key - *But how?*

Use your Participant Center to send emails to your teammates. All your teammates are automatically loaded into Participant Center Contacts, so it's easy to select them.



1. Select Email Team on your My Team Page tab
2. On the next page, select OTHER as your message type to compose a custom message to your team
3. Compose your message on the next page to keep your team updated
4. On the next page, select TEAMMATES to send your message to all currently registered team members

# Cycle for Air *Mobile App*

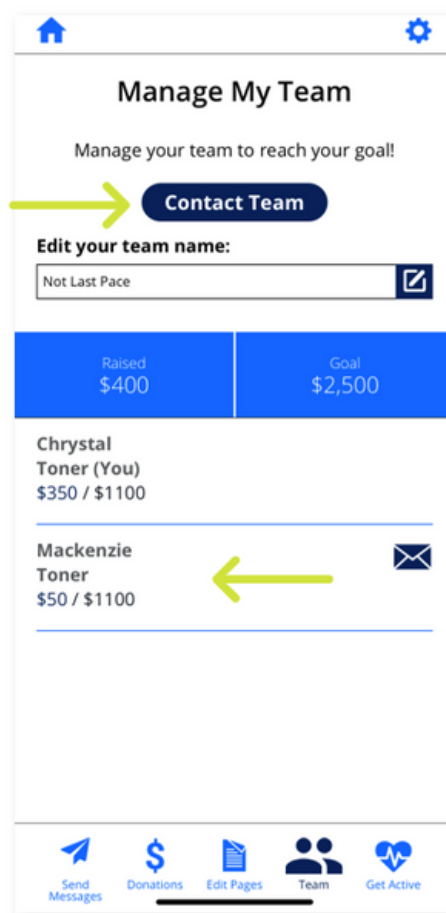
## Team Captain Tip

You can use the Cycle for Air app to track team training activity, email team members, and share progress on social media. It's your Participant Center available on the go!

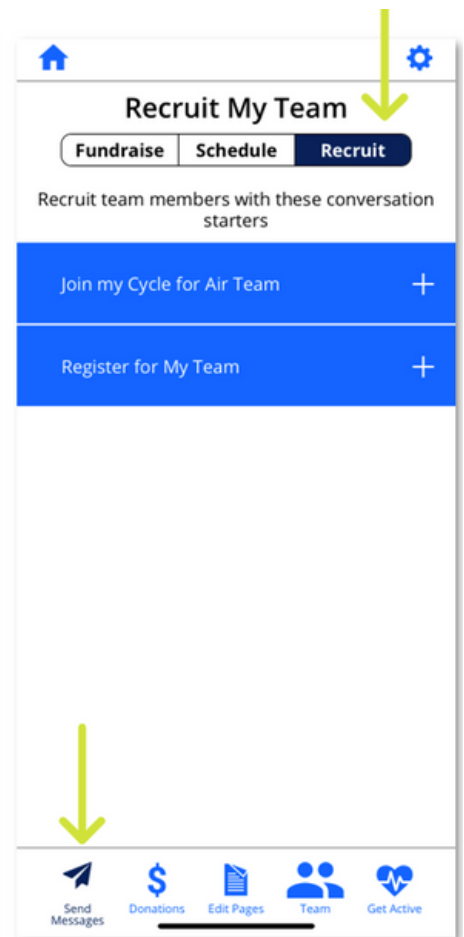
## Managing Your Team *with the app*



See your team fundraising progress (along with your personal progress) on the home screen of the Cycle for Air app.



Manage team information on the Team tab. Update team name, see team members and their stats, and contact team members directly through the app.



Recruit new members directly through the app! Click one of the pre-drafted messages to share via email or social media.

You can also see activity progress (miles ridden, etc) for your team on the Get Active tab!

# Recommended *Team Task*

## *Team Captain Tip*

Utilize the team email function from the previous page to communicate important information and updates to your team throughout the year. BONUS: Task your co-captain with helping to draft and send emails!

## *Suggested Team Emails & Reminders:*

- Welcome new members with a personal email and introduce them to the group
- Congratulate team members about reaching fundraising goals
- Engage them in topics like training tips, polls on team apparel, etc.

Encourage them to join the Trek Across Maine Strava Club, download the Cycle for Air mobile app, Trek Across Maine Facebook Group or start your own private team Facebook Group

## *Team Captain Tip*

Order custom team jerseys or t-shirts! Collaborate as a team to create an awesome design that represents your team spirit. Many vendors offer design services to assist you.

## *Fundraising Incentives:*

There are a variety of levels as part of our [2024 Trek Incentive program](#). Encourage your team members to go above and beyond the fundraising minimum to earn some of these incentives!

\$1,100 - Winner's Circle - \$50 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine & prestigious Winner's Circle jersey

\$1,500 - \$100 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine, \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services, and prestigious Winner's Circle jersey

\$2,200 - Winner's Circle Elite - \$150 L.L. Bean gift card, \$20 food voucher to Cook's Takes Flight Food Truck (Thursday check-in), one year subscription to Down East magazine, prestigious Winner's Circle jersey, Elite cycling shorts & \$100 off HomeCare Green + HomeCare Mosquito, Flea, and Tick Bundle from Modern Pest Services



Example of 2023 Winner's Circle jersey  
Coming - 2024 Winner's Circle jersey