

How to Build a Team



BELLRINGER 23



BELLRINGER

Georgetown University
Lombardi Comprehensive Cancer Center

In Partnership With:



MedStar Health

GEAR UP: END CANCER

OCTOBER 21, 2023 | [BELLRINGER.ORG](https://bellringer.org)

Getting Started as a Team

Now that you've joined BellRinger as a Rider or Virtual Rider, it's time to invite your crew. Whether joining forces with friends, family, or coworkers, Teams are a powerful tool for fundraising and training.



As you get started, use this toolkit for tips and tricks on growing your Team, fundraising, and becoming a supportive Team Captain.

A collaborative Team works together to host fundraising initiatives, plan a few training rides, and ultimately make for the best BellRinger experience for each member.

What's Included

03 **MEET THE TEAM**

04 **BUILDING YOUR TEAM**

05 **RAISING FUNDS, TOGETHER**

06 **THE TEAM EXPERIENCE**

07 **CAPTAIN'S GUIDE**

Feel free to reach out to BellRinger with any questions you have about Teams.

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Teams are made up of five or more Riders, Virtual Riders, or volunteers. United around the goal of ending cancer, your Team will work together to fundraise and train.



Rider

Each Rider on your Team selects their own route and makes an individual fundraising commitment. Not every Rider on your Team needs to ride the same distance nor ride together during BellRinger Weekend. Each Team participates in the Ride differently—some will ensure that all their members finish together, while others will divide into smaller groups to ride together.



Virtual Rider

The Virtual Ride is an option for anyone on your Team who wants to participate but is unable to make it to BellRinger Weekend. Just like a Rider, Virtual Riders make a fundraising commitment and work to support the Team's fundraising. While they won't be able to join us for the Ride, we encourage Virtual Riders to craft their own "Ride" activity such as designing their own bike route, hiking a nearby trail, etc.



Volunteer

There is a wide range of volunteer opportunities throughout BellRinger Weekend, from kick-off events, set up, rest stop assistance, and more. If you have teammates interested in volunteering, they can also join your Team and choose to fundraise, without a commitment, to support your Team and further BellRinger's impact.



Captain/Co-Captain

Each Team is led by a Captain (or Co-Captains). To start, this will be the individual that registered the Team on BellRinger's website, but should you like to appoint someone else, reach out to BellRinger, and we can help with this change. Captains help recruit members, manage the roster, send important alerts or updates, and more. For more information, see page seven for our Captain's guide.

With your Team created, it's time to assemble your lineup. Growing your Team is a great way to make a lasting impact on cancer research.

Inviting others to join you can be as simple as a text, an email, or inviting a friend to coffee after work.

By inviting your friends, family, or coworkers to join you, you'll be working together to further our collective impact. And quite frankly, you'll have more fun at BellRinger Weekend when you get to Ride alongside your crew.



Here are some ideas to get you started:

- Update your Team profile page on our website. Include photos and a story about why your Team is riding together.
- Reach out to your friends, family, coworkers, neighbors, hairdresser, personal trainer, favorite barista, or the person always at the dog park at the same time as you. Depending on the Team you're creating, reach out to the relevant people through emails, letters, Zoom calls, etc. to personally invite them to join you.
- Take to social media. Share your Team profile to engage your social networks and invite them to join in.
- When it's safe to, host a Team kick-off party. Invite your friends and family for a BBQ or get your coworkers together for lunch to talk about your BellRinger goals and your desire for their participation. BellRinger is happy to help as you plan fundraising events as well.
- Plan a training ride. Bringing together your teammates who have committed and those who are on the fence for a training ride gives everyone a glimpse of the BellRinger experience your Team will share.

In addition to sharing in the excitement of BellRinger Weekend and training rides, Teams work together on fundraising efforts. While members have made individual commitments to raise funds, team members should join forces to host events, fundraisers, and more.

We encourage your Team to begin fundraising early. To get started, get everyone together to brainstorm ideas and set fundraising goals as motivation.

To help with your brainstorming, here are a few fundraising ideas we have:

- Host a fundraising event—a happy hour, a virtual wine tasting, trivia night, etc. These events can support your fundraising through entry tickets, taking donations, raffle tickets, or auctions.
- Use your talents. If you're skilled in the kitchen, consider hosting a bake sale or selling cocktail kits. Commission a few art pieces, tune-up your friends' bikes, etc.
- Do some spring-cleaning and host a yard sale with each of your teammates
- Get together with your Team members to write letters or emails to friends and family asking for donations

Fund Sharing

Along with working together to fundraise, sharing funds is a tool unique to Teams. To help Riders or Virtual Riders who may be just short of their fundraising commitments, Teams are able to share funds between members or share donations given directly to the Team. To learn more about fund sharing, see page eight in the Captain's Guide.



If you're excited about fundraising and want to go over and above the minimum fundraising commitment you made, consider becoming a Royal Ringer. Royal Ringers are Riders or Virtual Riders that commit to fundraising \$5,000 for cancer research. We recognize these individuals through badges on their Rider/Virtual Rider Profiles and we provide Royal Ringer jerseys, and other gifts to celebrate the fundraising they're doing. To learn more, visit the BellRinger website or reach out to our team.

Teams keep the BellRinger experience alive all year round. While BellRinger Weekend is the peak of our movement each year, your Team keeps the momentum going through events and collaboration.

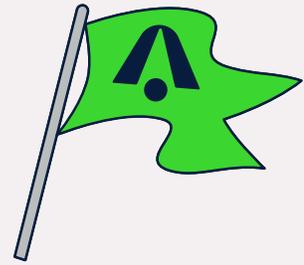
YOUR YEAR



CAPTAIN'S GUIDE

As a Captain or Co-Captain, we encourage you to take a leadership role amongst your Team, especially as you're getting started.

A few roles you might play are:



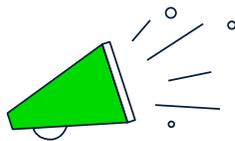
Team Builder

As your Team gets organized, we encourage you to help identify potential teammates, send out personal invites, and support members of your Team as they invite their friends and family to join in.



Fundraising Guide

While each member of your Team is responsible for their own fundraising commitment, as the Captain we encourage you to motivate fundraising. You may commit to finding a few donations for your Team, host a fundraising brainstorm session, etc. You may also look to BellRinger for assistance in fundraising events, tips, and more.



Training Motivator

Encourage your crew to get moving and active ahead of the Ride. The best way to do this is to organize training rides, group activities, or set training goals, so everyone is prepared for their Ride.



Team Point of Contact

As Captain, you'll facilitate communications between your Team and BellRinger. Any of your members should feel free to reach out directly with any questions they have, but as Captain, you may reach out concerning Team questions, events, etc. On our side, we'll keep up with Captains, so your Team is in the loop with event updates, sharing resources, and more.

An important role of Captains is to organize their Team's fund sharing at the end of the year. While most Riders and Virtual Riders will meet and exceed their fundraising commitment, fund sharing enables Teams to assist those Riders or Virtual Riders who may be short of reaching their commitment.

Captains support their Team's fund sharing by organizing how funds will be shared and reporting fund sharing requests to BellRinger.

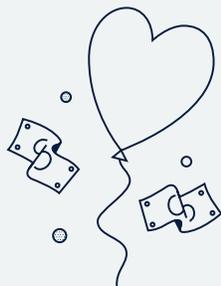
Sharing funds can happen in two ways:

01

Funds donated directly to the Team may be shared among individual Riders and Virtual Riders who still need additional funds to reach their commitments.

02

A teammate may share their excess funds with other Team members. It's important to note that you cannot share funds below your fundraising commitment.



Each Team should define how fund sharing will work for their members; we look to Captains to help organize this. Here are a few best practices you might adopt:

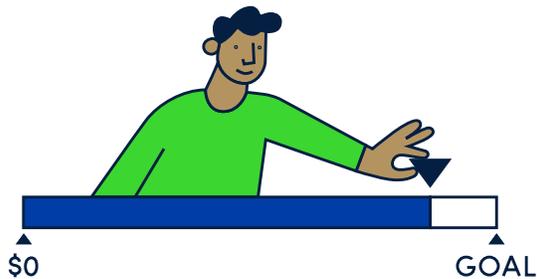
- Decide together how funds donated to the Team will be shared. Will members in need of shared funds split these donations evenly? Will members receive these donations at varied amounts based on need?
- Set a max percentage or amount of funds a Rider can receive. For example, a member will receive no more than \$500 in shared funds. This ensures that every member is working towards our goal of supporting cancer research.
- Riders who need shared funds should ask their Captains directly. We recommend against sharing funds automatically without discussion, as some Riders intend to personally contribute to the remainder of their commitment.
- Confirm that every member is comfortable sharing funds if they raise above their commitment; this will make fund sharing decisions easy and efficient at the end of the year.
- Keep in mind that sharing funds helps to supplement, but not drive, individual fundraising. Dollars shared ultimately affect the total dollars raised for research.



If you have a Royal Ringer on your Team—a Rider or Virtual Rider who has committed to raise \$5,000—it's important to note that fund sharing will look a bit different for them:

- Royal Ringers cannot share funds below their \$5,000 commitment
- Because Royal Ringers have decided to go over and above and make a larger commitment, they may not receive shared funds to reach their \$5,000 commitment

Fund Sharing Period:
December 1, 2023 - December 21, 2023



Fund sharing takes place in the weeks leading up to BellRinger's fundraising deadline on December 21, 2023. The BellRinger team will be in touch with Team Captains to develop a fund sharing allocation across their team. If the team is making a contribution to itself that it'd like to share across Riders and Virtual Riders, the contribution must be received by BellRinger's fundraising deadline in order to count for this year's Ride. Please reach out if you have any questions about fund sharing logistics or timing.

If your Team would like to share funds, it is your responsibility as Captain to outline your fund sharing requests and submit your Team's form to Ride@BellRinger.org by December 21, 2023.

01

Square one

- Register to Ride
- Create your Team
- Personalize both your Rider and Team profiles

02

Team building

- Brainstorm a list of potential teammates
- Invite your close friends and family to join in
- Take to your social channels with an invitation to join your Team; be sure to share the link to your Team Profile
- Share BellRinger with your coworkers and invite them to join you
- Make sure all of your teammates have registered, personalized their profiles, and joined your Team on the BellRinger website

03

Engagement

- Consider sending regular emails to share fundraising progress, BellRinger announcements, etc.
- Encourage your crew to train in preparation for BellRinger Weekend: get everyone together for a training ride once a month, try a cycling or yoga class, or whatever else will get your Team up and moving together
- Help facilitate the creation of Team jerseys. Jerseys are a fun way to unite your teammates for BellRinger Weekend. Feel free to reach out to BellRinger if you'd like help finding a jersey vendor

04

Fundraising

- Start by getting your Team together to discuss fundraising ideas and goals
- Lead the planning of a fundraising happy hour, a lunch for writing donation letters, or other fundraising initiatives
- As captain, you'll facilitate fund sharing on your Team. Work with each member to define where funds may be shared between members, then send your fund sharing requests to Ride@BellRinger.org prior to **December 21, 2023**.

We encourage you to get your Team engaged and excited about BellRinger. Along the way, we'll be here to support and share resources where we can.

