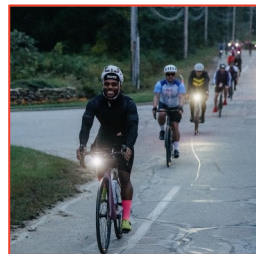


Captain's Guide

Team captains are the lifeblood of Cycle for the Cause. You introduce your friends, family, and co-workers to the C4C family, you support their fundraising efforts, facilitate training rides, and help them every step of the way. Whether you're here for the first time or a C4C veteran, follow these simple steps to lead your team to greatness!

Getting Started

1. **Recruit:** Tell your friends about your previous experiences on the Ride. Show them photos of your time on the road and tell them all about The Center so they understand why you participate. You can even use the content in the pre-written emails (accessible on your fundraising page) to encourage their support.
2. **Coach:** Our team captains fundraise, on average, nearly twice as much as their teammates. Pat yourself on the back for being part of this elite fundraising squad, but don't forget to lift up your teammates! Check in with them to ensure that they know where to find the [Participant Resources](#) (hint: it's on the top menu bar when you're signed into your fundraising page) and offer to help with their social media posts or email blasts.
3. **Train:** A great way to prepare your team for the ride from Boston to NYC is by organizing team training rides. Not only will you stay in shape, you'll be fostering a community environment that will keep all your teammates connected. Check out our training ride list on the resource center for ideas!
4. **Cheer:** Your team works hard. Don't forget to celebrate their successes! Make your teammates feel special by giving them a public shoutout on social media when they hit their goals!



Bonus Round

1. **Team Meetings:** Bring your team together regularly, either in person over a meal or virtually. Discuss fundraising and training progress and help facilitate the sharing of tips and tricks!
2. **Team Fundraisers:** Gather your team together for a dinner party or a night out! You and your teammates can invite all your friends and ask for a suggested donation to attend.
3. **Team Competitions:** The C4C team shares fundraising contests a few times a year, but you can supplement that with contests of your own! Small fundraising "sprints" are great for this - you can give a prize to the member of your team who raises the most money or gets the most donors in a specified period of time.

What you're supporting when you support The Center

World AIDS Day Ball; art exhibitions; National LGBT History Archive; LGBTQ+ advocacy in NYS; voter registration and mobilization; counseling for individuals, couples, families, and groups; health insurance navigation; family play days; information and referral; substance use recovery; TGNC services, youth programming; and so much more!

