



## Role of a Team Captain

As a team captain, you are stepping into a leadership role, and together, we have the power to make a significant impact in the fight against MS. Thank you for accepting this challenge and driving our progress one day closer to a cure.

The below checklist is to help you navigate the road ahead as you pedal from start line to finish line.

### **Start your team**

- Join the movement and commitment to pedal together as we cure MS.
- Register online at [www.bikemsdfw.org](http://www.bikemsdfw.org), 'start a team', and set a team goal.
  - Connect with MS Society staff for team planning- [cathy.beatty@nmss.org](mailto:cathy.beatty@nmss.org)
  - Rookie team captains – team goal setting includes recruitment and fundraising goals.
  - Veteran team captains – team goal setting includes reviewing past year experiences and goals to determine best next steps for fundraising growth and recruitment.

### **Communicate**

- Recruit team members and grow your team.
- Create /Update your team page, add a picture, include a team logo, tell your story...why is your team connected to Bike MS
- Welcome new riders – email, text or phone call, personal outreach is key.
- Utilize social media for fundraising and share these tactics with your team.
- Set up a Bike MS team page on social media to foster camaraderie.
- Share fundraising tips and updates received from team captains corner communications.
- Congratulate team members when they reach a fundraising goal and share with team.

### **Be the Leader**

- Utilize National MS Society Staff for updates on MS progress and share with team / donors.
- Delegate – appoint a co-captain, ride / training leader, team tent volunteers, jersey designer.
- Organize training rides to build team spirit and foster unity.
  - Set up weekly training rides or join local bike shop training rides.
  - Encourage rookies to attend meet ups (Jan 17<sup>th</sup>, Feb. 7<sup>th</sup>, March 13, April TBD)
  - invite ALL participants who want to collaborate on fundraising to join virtual fundraising clinics (Jan 24<sup>th</sup>, Feb. 21<sup>st</sup>, March 21<sup>st</sup>: ALL at 9:30am OR 12:30pm virtually)
  - Help new riders set up fundraising page, and provide fundraising tips / tricks

### **Fundraising**

- Encourage team members to raise their goal once it is reached.
  - Rally the team during Team Fundraising week challenges: Feb 26-Mar. 3rd/ Mar. 25<sup>th</sup> -31st
  - Self – Donate and set the bar: Participants who self-donate typically raise 2 TIMES the amount of fundraising of other participants.
  - Strive to be a Self-Donation Super Team (all teams with 75% or higher self- donation as a team receives a shout out sign on route event weekend)Share fundraising ideas from team members- bake sales, poker parties, auctions, raffles, decorate your bike, dye hair if \$xxx is raised, etc...
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