PaceDay 2023

Sunday, October 15

TEAM CAPTAIN

Thank you for joining us as a PaceDay 2023 team captain. Whether you're a returning team captain or are brand new to this role, we are so excited to have you!

Enclosed are our top recruitment and fundraising strategies to help your team have an impactful and memorable ride. To connect with our team captains, join the PaceDay 2023 Team Captains group on Facebook.

GETTING STARTED

Register your team by choosing "Create a Team" during the registration process on paceline.org. Get creative with your team name!

> Your team page will be built for you, but you can make edits by logging into your fundraising dashboard and include:
> - Your team's story and why PaceDay is important to you.
> - A picture to represent why you're riding.
> - Important messages and tips to motivate team members and donors.

TEAM RECRUITMENT

To be considered an active team, all you need to do is register, but the more team members, the merrier! There is no limit on the size of a team, and you don't all have to ride the same route!

> Think of as many people as you can to invite to join your team. We encourage you to aim for 10 members! Ask anyone and everyone including:
> - **Family**
> - **Friends**
> - **Co-Workers**
> - **Neighbors**
> - **Classmates**
> - **Members of your place of worship**
> - **Members of your clubs, hobbies, or other organizations**

TIP: This is a great way for your place of employment to promote a healthy lifestyle in the workplace. Consider reaching out to various departments to see if they would be interested in having a friendly competition to see who can recruit the most team members and raise the highest dollar amount!

> Remind your network that this is not a race. There are routes and opportunities available for people of all skill levels and ages!

Paceliners aren't just riders, they've made a commitment to fundraise for a better future. Fundraising minimums are set by the route option you choose. Register to ride and fundraise with $0 registration.

All participants have until December 3, 2023 to reach fundraising minimums.

> **Cyber City Circuit (0.9 mi) - $400**
> **Hammer & Nail 25 Mile Ride – $400**
> **Funky 50 Mile Ride - $600**
> **Southern Soul 70 Mile Ride – $600**
> **Young Adults (10-25) - $250, all routes**

Ages 10-13 may only ride the Cyber City Circuit. Must be 14 years to ride the longer distances.

Cyber City Circuit is a closed loop in Downtown Augusta. It will be open from 10am-2pm and can be ridden as many times as you want! This route is perfect for families and those who do not wish to ride on the road.

TEAM FUNDRAISING

More riders means more money raised by your team. These funds move us closer to finding cures for cancer - and make a real difference in the innovative research happening at the Georgia Cancer Center.

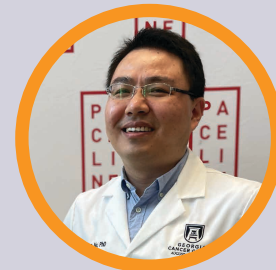Here are some tips to take your team to the top:

1. **Set a goal** that everyone agrees on.

2. **Raise that goal** each time you are close to achieving it.

> **TIP:** If you are a returning team, set your initial goal higher than what you raised last year!

3. **Encourage** your team members to connect their personal fundraising page to their Facebook if they are on social media. They will be presented with the option to start a Facebook fundraiser when they log into their fundraising platform. Additionally, make sure your team members download the official fundraising tools on the website.

4. **Set an example: Make a donation to yourself.** This will show your team members that you are off to a strong start and are personally committed to finding a cure for cancer.

5. **Hold a team fundraiser!** From a yard sale at a team member's house where everyone can bring items to sell, to a potluck dinner where you charge guests a small fee to attend, the possibilities are endless. Post your event to your social media accounts to promote it!
Once your event is done, the funds rasied can be turned in and divided evenly among the team members to count toward their personal fundraising commitments. This is a great way to help team members who are hesitant about reaching their goal.

6. **Fundraising rewards start at $100!** Encourage your team members to make a list of 10 people to ask to contribute $10, and they'll be elgible in no time! For example, ask:

> **3 friends**　　**2 co-workers**
> **1 neighbor**　　**4 family members**

7. **Aim high** and become a team of Pacesetters. Teams who raise $10,000+ will receive exciting perks throughout PaceDay and Opening Ceremony. Push your team members to help you reach this milestone.

Did you know
that teams account for **more than 90%** of the funds raised annually through PaceDay?

"**With the funding provided by Paceline, I am able to perform cutting-edge single cell sequencing analysis of the tumor immune microenvironment in leukemia and dissect probable cancer-immune cell interactions that mediate the immune evasion process. Further ongoing function investigation of these critical interactions holds the promise for the development of novel immunotherapy for cure of leukemia and other cancers. It's the joint efforts of our community and our researchers that is making it possible. Thank you all for the great support!**"

Dr. Tianxiang Hu
Georgia Cancer Center researcher and 2 time Paceline Grant Recipient. Dr. Hu is also a Rider on Team Go GCC!