

VELOCITY

COLUMBIA'S RIDE TO END CANCER

TEAM CAPTAIN GUIDE



 COLUMBIA

COLUMBIA UNIVERSITY
HERBERT IRVING COMPREHENSIVE
CANCER CENTER

WELCOME AND THANK YOU!

Thank you for stepping up as a Team Captain for Velocity: Columbia's Ride to End Cancer. You have shown that not only are you committed to ending cancer but that you're ready to inspire others to do the same. Being a Team Captain, you set an important example for your team. A Team Captain is the leader, organizer, and cheerleader of their Velocity team.

To help make your Velocity team the most successful, we've assembled this Team Captain guide to help provide you with tips and tools to recruit, fundraise, and organize your team. In this guide you'll find:

- How Velocity Teams Work
- Your Team Fundraiser Portal
- Recruiting Your Velocity Team
- How Team Fundraising Works
- Getting Ready For Velocity Day

- *The Velocity Ride Team*



Don't see what you need or have additional questions?
Reach out to us at ride@velocityride.org
or call **973-681-7433**

HOW VELOCITY TEAMS WORK

Two or more people make a Velocity team.

If your teammates aren't ready to join just yet, no problem! Start your team by registering as a Team Captain and selecting your team name today. Then, you can start reaching out to friends and family to join you. Teams can be composed of all types of participants: Velocity Riders, Velocity Your Way participants, or Velocity Volunteers. Your team's Velocity Riders do not need to choose the same ride distance either.



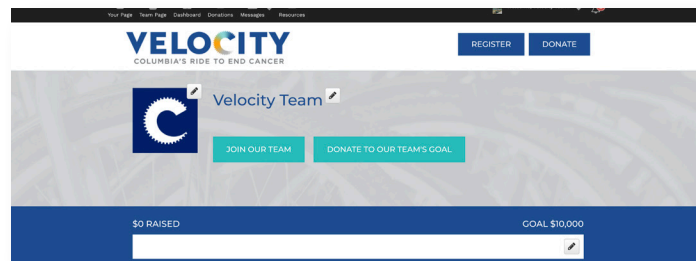
YOUR FUNDRAISER PORTAL

Team Page

Each Team Captain will have access to the team fundraising page, in addition to an individual page. Fully customizable, the team fundraising page will also list your team roster, how much money everyone has raised, and your total team goal. Supporters may choose to donate to either the team or to individual team members. For more details and step-by-step instructions on how to send emails through the fundraiser portal, view your donations, share to your social media, and more check out [DonorDrive's Fundraiser Portal Guide](#).

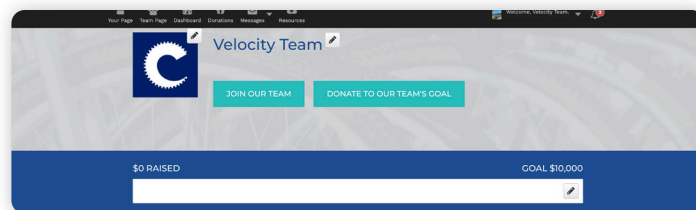
UPDATING YOUR TEAM PROFILE/ PAGE BANNER IMAGE

Select the pencil icon next to your team profile image to update.



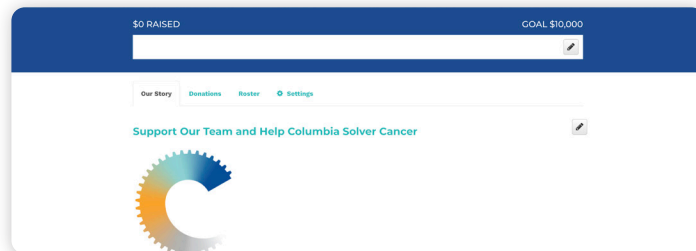
UPDATING YOUR TEAM FUNDRAISING GOAL

Select the pencil icon on your fundraising thermometer to update your goal.



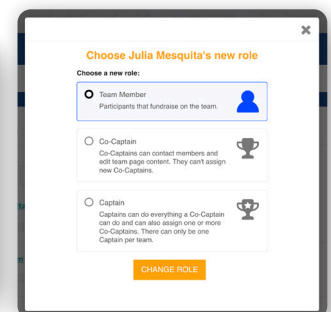
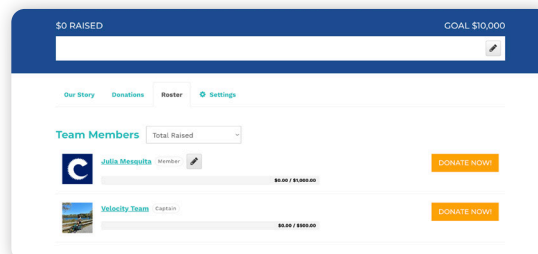
UPDATING YOUR TEAM STORY

Select the pencil icon located on the "My Story" section of your page to update.



UPDATING TEAM MEMBERS' ROLES

1. In your Fundraiser Portal select Team Page.
2. Select the Roster tab.
3. View the list of the team members on your team.
4. Click the pencil icon by the team member whose role you wish to change.



YOUR FUNDRAISER PORTAL

Team Dashboard

When you log in to the Fundraiser Portal, you will be taken to the Dashboard. You can quickly access fundraising statistics, view event resources, and ask friends and family to donate. Team Captains can track their team's progress, invite others to join the team or customize the team's fundraising page from the Dashboard.

- **Send a Message to Your Team:** Team Captains can create a team update to send to team members.
- **View Your Team:** Team Captains can view progress, send an email to the team, and print their team's fundraising status.
- **Invite Someone to Join Your Team:** Team Captains and team members can invite other people to join the team.

The screenshot displays the Velocity Fundraiser Portal interface. At the top, a navigation bar includes links for 'Your Page', 'Team Page', 'Dashboard', 'Donations', 'Messages', and 'Resources'. The user is logged in as 'Welcome, Velocity Team.' with a notification badge showing '3'.

The main header features the 'VELOCITY COLUMBIA'S RIDE TO END CANCER' logo and two buttons: 'REGISTER' and 'DONATE'.

The 'Dashboard' section shows a dropdown menu for '2024 Velocity: Columbia's Ride to End Cancer'. Below this, there are four tabs: 'Sent Messages', 'Compose a Message' (which is active), 'Drafts 1', and 'Contact List'.

The 'Compose a Message' workflow is shown in two steps:

- 1** A dropdown menu for message types is open, with 'Ask a Friend to Join' selected. Other options include 'Ask a Friend to Donate', 'Fundraising Update', 'Team Update', and 'Ask a Friend to Donate to Your Team'.
- 2** The 'Recipients' section is active, showing a 'Select from Contacts' button and links for 'Import from Webmail' or 'CSV'. A note below states: 'Please note: you may separate email addresses by comma, semicolon, or one address per line. Messages can be sent to a maximum of 100 recipients. This limit helps your message get delivered.'

RECRUITING YOUR VELOCITY TEAM

Who Do I Reach Out To?

When recruiting people to join your team, it's as simple as approaching your peers for donations: **just ask!** You truly never know who has deep connections to this community, the cause, and would love to participate as part of your team. Even if they're not interested in joining, they might know somebody who is. Visit our [Fundraising Tools](#) page for materials like flyers and social media graphics to help with your recruitment efforts.

- Relatives
- Friends
- Business associates
- Parents of a child's friend
- Doctor
- Classmates
- Clients
- Club members
- Coaches
- Community organizers
- Co-workers
- Employer
- Faith-based communities
- Fitness Instructors
- Fraternity/sorority
- High school/college friends
- Local businesses
- Neighbors
- PTA
- Spouse's co-workers
- Workout partners

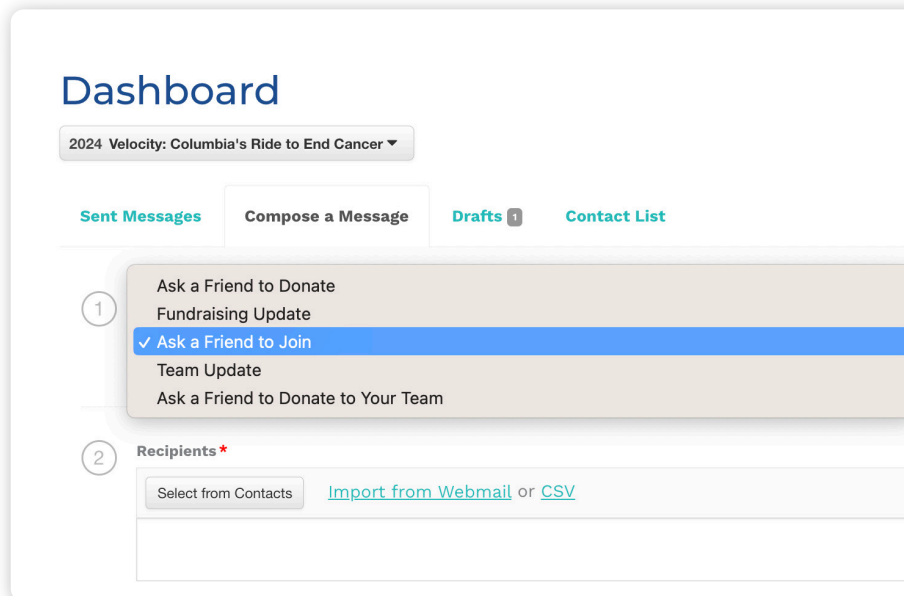


RECRUITING YOUR VELOCITY TEAM

How Do I Reach Out To Prospective Team Members?

Your Participant Dashboard makes it incredibly easy to reach out to people through the Messaging tab. There, you'll have access to email templates designed to communicate with your potential team members and supporters, or your current roster.

Be sure to diversify your outreach efforts. Make the ask by text, social media, phone or during in-person gatherings.



Further Your Team Growth

When you do find team members, encourage them to invite their friends, family, co-workers, and neighbors. There is no limit to how many people can join your team. Remember, your most powerful resource when recruiting team members is your enthusiasm for the event. If you are excited, others will find your attitude contagious and join you.



RECRUITING YOUR VELOCITY TEAM

Sample Communications

New Message

Velocity Rider

To: Family & Friends

Subject: Velocity Ride | 10.06.24

Dear family and friends,

On October 6, my team is participating in Velocity: Columbia's Ride to End Cancer. We have joined hundreds of other cyclists, runners, walkers, and more in order to raise critical funds for Columbia's Herbert Irving Comprehensive Cancer Center (HICCC) and their mission to end cancer.

Please consider joining [INSERT TEAM NAME] and supporting this important cause.

Participation options include:

- Adult Rider (16+) - ride 15K (9mi), 50K (31mi) or 100K (62 mi) on October 6.
- Youth Rider (12-15 years) - ride 15K (31mi) with a parent or legal guardian on October 6.
- Your Way - complete any activity of your choice from anywhere on or before October 6.
- Volunteer - assist at the Start/Finish, Rest Stops or as Road Crew on October 6.

Register at [INSERT TEAM PAGE LINK] and join us on this incredible journey. For more information, visit www.velocityride.org or contact me.

Thank you!

Email Sample

Velocity Rider

On October 6, my team [INSERT TEAM NAME] will join hundreds of people at the 2024 #VelocityRide. Join us as we ride through the beautiful Hudson Valley with one goal in mind: to help Columbia solve cancer. Register at [INSERT TEAM PAGE URL]



10.06
2024
Hudson Valley, NY
velocityride.org

Michael Scurman, Paul J. Ginex and 39 others 11 comments

Like Comment Share

View more comments

Social Sample

HOW DOES TEAM FUNDRAISING WORK

Team Fundraising Basics

Every Velocity team has a team fundraising account, in addition to all team members' individual pages. For Ride Team Captains, your default team fundraising goal will be the total of the commitments of each individual rider. For example, a team of four Velocity Riders will need to raise at least \$2,000 (\$500 fundraising minimum* x 4 people). Your Way Team Captains and participants do not have required fundraising minimums to meet.

You'll have the opportunity to fundraise as a team using your team fundraising account. This is especially great for team fundraising events! Through October 18, Ride Team Captains will have the chance to move donations from that team fundraising account to individuals' personal fundraising accounts to help cover their minimums.

Fundraising as a Team: Together or Apart?

All teams have the choice to fundraise as a group, individually, or a combination of the two! If you choose to fundraise individually, simply use the donation ask tools in your participant dashboard or have friends and family donate directly on your personal Velocity fundraising page.

If you choose to fundraise as a team, consider using your team fundraising account.

Team Fundraising Tips and Ideas

Team fundraising is easier and can be more fun as it provides a great opportunity to do some creative fundraisers with your team.

Helpful resources

- For specific fundraising tips check out our [Fundraising Guide](#).
- To download social media graphics and flyers, visit our [Fundraising Resources](#) page.
- For our frequently asked questions visit our [FAQ](#) page.



NEED MORE HELP?

Reach out to the Velocity Team at ride@velocityride.org or 973-681-RIDE (7433).

GETTING READY FOR VELOCITY DAY

Pass along the following tips to your teammates and make sure everyone is all set for Velocity Day on October 6.

Train

Even if you're currently participating on a team of one, get out there and get ready for Velocity Day. If you need training tips, check out our Training Guide and join our [Strava Club](#) to track your activities and find ideas for training routes. Use these resources as a benchmark for not only yourself but your team as well. We encourage Riders to train on open roads to mimic the experience they'll have on Velocity Day. Riders are required to follow the rules of the road – the same rules as drivers of vehicles.

Bike Checkup

For our Velocity Riders, a week before the event, you and your teammates should have your bikes inspected and tuned up by your local bike shop. The last thing we want is for your Ride to end because of a preventable mechanical error. We will have bike techs on site should any issues arise with your bike, but it's best to be prepared ahead of time.

Transportation

Through our partners at Unlimited Biking, Velocity offers complimentary bike transportation from Manhattan before Ride Day–October 6 to the Start/Finish in Purchase, NY. Unlimited Biking will then transport your bike back to their Manhattan location after Velocity. We will also be offering

complimentary Rider shuttle service to and from the Start/Finish from Manhattan. [Click here for full details.](#)

Bike Rentals

We've teamed up with [Unlimited Biking](#) as our official bike rental partner for 2024. All bike rentals from Unlimited Biking include a free helmet, bike pick-up and drop-off convenience at the Start/Finish, and bike maintenance to ensure a smooth ride. Please note that bike rentals are handled individually by each rider, and the rental program is not managed or guaranteed by Velocity.

Check the Forecast and Dress Appropriately

Please check the forecast beginning the week before Velocity Day, and make sure you and your teammates are prepared for any inclement weather. We ride rain or shine!

Pack any supplies you think you may need on Velocity Day. Sunglasses, sweatbands, cycling gloves; bring anything to make your Ride more comfortable. If you decide you don't need certain items, you can simply drop them at the Start Area gear check station.

Safety First

The safety of all participants is our number one priority come Velocity Day. Everyone who rides **MUST** wear an ANSI-approved helmet. Make sure you check in with your teammates before the Ride and remind them to bring their helmet.

THE **FURTHER** I GO
THE **CLOSER** WE GET

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