

Heart & Stroke

**BIG
BIKE**

RIDE BIG LIVE BIG

TEAM CAPTAIN GUIDELINES 2016

Thanks for becoming a Big Bike Team Captain!

This is your guide to recruiting riders, raising funds and getting ready for the BIG ride.

Presented by:



HEART &
STROKE
FOUNDATION

THANKYOU

Thank you for being a Team Captain! Heart disease and stroke are still leading causes of death in Canada, affecting thousands of families.

Close to 70,000 Canadians die each year from heart disease and stroke — one every seven minutes. With your team's help, we can raise funds to support researchers across Canada; who are working on breakthrough treatments that save lives and improve survivor recovery. Together we ride to create more survivors.

Follow this guide to ensure you have the biggest, most successful Big Bike ride ever!

REGISTER



If you haven't done so already, register your team online. It is the single most effective thing you can do as a team captain and will allow you to:

REGISTER riders online via **your team page**.

TRACK recruitment progress automatically and receive an update when someone joins your team.

SEND email updates to all of your online registered participants.

MONITOR your team's fundraising progress instantly.

WORRY LESS Ensure your team members register online. We'll send them important reminders, making your job easier.

RECRUIT



Follow these simple steps to fill your bike:

START by recruiting a **co-captain**. Teams with co-captains recruit and fundraise more successfully.

CUSTOMIZE your digital buckslip and posters. Send the buckslip via email to everyone that could join your team and hang posters in high-traffic areas.

SPEAK personally with previous or potential high fundraisers. Let them know you want them to **join the team**.

REMIND all your team members to register online. Aim for **100% online registration**.

RAISE FUNDS



Here's why your whole team should fundraise online:

REACH all of your donors at once via **email, Facebook or Twitter** from your personal fundraising page.

SHARE your story. Ask your teammates to personalize their page with a story and photo about why they are riding.

DONORS are happy because they get an **instant tax receipt**.

EARN incredible prizes and rewards for your fundraising efforts.

TEAM GOAL Raise a minimum of **\$5,000** by event day and receive a medal for each team member.

RIDE



Enjoy the ride! Here are some event day ideas to make sure your team has fun while realizing the impact their efforts have on saving lives.

DEDICATE your ride to someone special. If you know someone who's been touched by heart disease or stroke, honour them with your ride.

THEME your ride (the 80's, cowboys and cowgirls, retro, etc.) and ask riders to dress up or bring props for the event.

REWARD your riders with some post-ride healthy snacks or prizes.

ASK your company to match the donations from riders to increase your fundraising power and show your whole company's dedication to the cause!



THANKS TO FUNDRAISING —

a mother and son are safer.

Imagine learning that you've passed a deadly heart defect on to your child. That's what April Kawaguchi found out when DNA testing revealed that her son Andrew had inherited her heart condition, which can cause sudden cardiac arrest and death.

Family history can double your risk of heart disease and stroke. That's why the Foundation funds the best medical minds to stay on the cutting edge of genetic research. When you fundraise for the Heart&Stroke Big Bike, you're supporting this research, which will create a safer future for all families.

Doctors predict the remaining 80% of the genetic mystery involved in heart disease and stroke could be discovered in the next 5 years. But only if research continues.

Help make that happen.

FUNDRAISE TO EARN THANK YOU PRIZES



RECEIVE A T-SHIRT AND GIFT CARD WHEN YOU RAISE **\$200+**

*2015 Big Bike t-shirt shown above.

- LEVEL 6 **RAISE \$1,000+**
T-SHIRT + \$100 GIFT CARD
- LEVEL 5 **RAISE \$500 - \$999**
T-SHIRT + \$30 GIFT CARD
- LEVEL 4 **RAISE \$400 - \$499**
T-SHIRT + \$20 GIFT CARD
- LEVEL 3 **RAISE \$300 - \$399**
T-SHIRT + \$15 GIFT CARD
- LEVEL 2 **RAISE \$200 - \$299**
T-SHIRT + \$10 GIFT CARD
- LEVEL 1 **RAISE \$100 - \$199**
T-SHIRT

TEAM THANK YOU

If your team fundraises **\$5,000 or more**, each team member will receive a thank you medal commemorating the team's achievement. Be recognized as the team that goes the distance to make a difference.



RAISE \$5,000 BY EVENT DAY



MEDAL FOR EACH TEAM MEMBER

STEPS TO REGISTER ONLINE



Registering online is easy!
Visit bigbike.ca today.

- 1 VISIT bigbike.ca
- 2 CLICK on the "Start a Team" button
- 3 SEARCH for your ride
- 4 FILL in the required information

REGISTER ONLINE AT **bigbike.ca**

WIN: 1 OF 10 \$600 APPLE GIFT CARDS!

*Subject to rules and regulations at bigbike.ca



CAPTAIN'S CHECKLIST

10 Steps to get you ready to ride big.

- 1** Confirm your location, date and team goal with your Heart and Stroke Foundation representative.
- 2** Register your team online at bigbike.ca
- 3** Recruit a co-captain to help you recruit and motivate your team to fundraise.
- 4** Dedicate your ride to someone special to add a personal touch.
- 5** Get the word out by emailing our recruitment flyer to potential riders and putting up posters.
- 6** Make sure all of your riders register online at bigbike.ca
- 7** Learn about and share our easy online fundraising tools with your team.
- 8** Maximize fundraising success with Facebook messages, emails, tweets and more at bigbike.ca
- 9** Follow up with your team members regularly to ensure their fundraising is on target.
- 10** Celebrate your team's big fundraising efforts at your Big Bike event!

bigbike.ca

#RideBigLiveBig



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