



## *Team Captain's Guide:* how to build a team of Heroes

Thank you for serving as a Team Captain! You are playing a vital role in the fight against cancer. Your role is to not only recruit teammates who will help raise money to fuel cancer research but to encourage and celebrate with your team. As a Team captain and a teammate, you are stepping outside yourself to take up the Huntzman shield to fight alongside researchers, doctors, and patients who are our family and friends. YOU are a HERO! YOU are making a difference. Thank you for supporting cancer research at Huntzman Cancer Institute.

We are excited to help you build a great team of Huntzman Heroes.



### GETTING STARTED WHERE DO I BEGIN?

- Go to [huntzmanheroes.com](http://huntzmanheroes.com) and select the event in which you want to participate. Register for the event, and make sure to select Create a Team when prompted.
  - If you already registered as an individual, but want to create a team- no worries, we can help you update your account. Just email [events@huntzmanfoundation.org](mailto:events@huntzmanfoundation.org) or call (801) 584-5800.
- Name your team something fun and/or meaningful.
- Set a practical team fundraising goal - remember, every Hero has a minimum amount they must raise to be a part of the team and setting a team goal can make their individual goal seem less intimidating.
- Customize your personal and team fundraising pages.
  - Make it personal. Share why this cause is important, why you're excited to participate, and why people should join the team and/or donate to your page.



## HOW DO I BUILD MY TEAM?

- Set a goal for how many people you want on your team.
- Start thinking of who you can invite to join your team and make a list. Look for people who are passionate about helping fund cancer research, and who enjoy being active.
  - Think of who would be interested – gym buddies, neighbors, co-workers, good friends, family members, etc...
- Share your team page on social media, tell people why the cause is important to you, and invite them to join your team.
  - For people not sure about joining, invite them to attend a couple of the training rides or runs before they make the commitment.
- Help your team members get registered and update their personal fundraising pages.
- Host a team kick-off party! It doesn't have to be anything extravagant, but it's nice to get everyone together to build excitement for the event and answer any questions people have.



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## Pro Recruiter Tip

*If you're struggling to build your team, try visiting with and asking each potential team member to join your team in person. People respond better when they are asked in person.*

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# BUILDING MOMENTUM

## HOW DO I HELP OUR TEAM GET EXCITED AND ACHIEVE OUR FUNDRAISING GOALS?

- Ask people to donate to your team or personal page by sharing your team's fundraising page on social media and sending personal emails.
- Set up a way that your team can communicate easily with each other and send updates.
  - You can try utilizing a group text, private Facebook Group (with your team name), GroupMe, Slack, etc.
- Create team shirts to build camaraderie!
  - You can also sell these to help boost the team's fundraising total.
- Encourage, motivate, and support your team from start to finish. If you think someone is struggling to fundraise, help them get connected to our resources page to get ideas.
  - We have email templates, fundraising tips/ideas, social media tips, and more on the [Huntsman Heroes event website's Tool Kit page](#).



- Plan a team fundraiser! Host a bake sale, car wash, office penny drive, etc... and split the profits with everyone involved.
  - Take team photos to share on social media, personalize fundraising pages, update the team page, make everyone feel included, etc...
  - Give a shout-out whenever a team member meets a benchmark or achieves their goal.
- Remind your teammates that they can get a team jersey, jacket and/or cycling bibs when they meet certain fundraising goals.
  - Check with the company you work for (and the companies of your teammates) to see if they match donations. [Click here to view a list of companies that offer a matching gift program](#).





## HOW DO I MAKE SURE THAT ALL OF MY TEAM MEMBERS ARE PHYSICALLY READY FOR OUR EVENT?

- Encourage team members to join the Saturday training rides and runs to prepare for the event.
  - If team members can't make it to these, then share the team's training schedule with them and help them keep up with it.
- Training is always better when it's with a group of friends- organize an office or neighborhood training walk, run, or ride during lunch or after work.
- Share recipes or have a team meal swap to help those who are trying to eat healthier.



## CROSSING THE FINISH LINE

### WHAT CAN WE DO TO HAVE THE BEST EXPERIENCE ON EVENT DAY?

- Send out a 'good luck' text or email to your teammates the week of the event.
- Make sure everyone knows where and when to pick up their event packet.
- Take team photos at the start and finish line.
- Cheer each other across the finish line- you all worked hard to get here, so you should celebrate with each other.

## WRAP IT UP: our tips to set yourself up for success next year

- Write a personal thank you note to each team member letting them know how much you enjoyed having them on your team and that you hope they will be back next year.
- Be sure to remind your teammates to thank all their donors for their generous support.
- Host a team potluck to celebrate your team's achievements.
  - You can use this as a time to assess the team's interest in participating next year, and discuss ideas of how to have more fun, increase team impact, grow the team, etc.

