

RIDE


for SmileTrain



TEAM CAPTAIN GUIDE

MARCH 4–6, 2022 | Scottsdale, Arizona

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Welcome to RIDE for Smile Train!

Dear Team Captain,

Thank you for choosing to lead a team in the 2022 RIDE for Smile Train. We are so glad you are taking your support to the next level by becoming a Team Captain. Though it might require some extra effort, the reward you will feel as your team all crosses the finish line and reaches their fundraising goal will make it all worth it.

This comprehensive guide will help you build your team and keep them organized and motivated to turn their miles into smiles! If you have any questions, please reach out to our staff at ride@smiletrain.org.

I am eagerly awaiting that first weekend of March, when I will be able to personally thank you for your commitment to Smile Train. Until then, happy training and happy fundraising! Together, we are changing the world, one smile at a time.



Let's RIDE!

Many Smiles,

Susannah Schaeffer
President & CEO

Step 1: Get Started

REGISTER!

To start a team, first register for RIDE as a Team Captain [here](#). When choosing your Participant Type, choose the accommodation style you would like for the RIDE. Then when choosing your Role, select 'Create a Team.' Choose which type of team you are creating. If you are creating a team of co-workers on behalf of your company, choose 'Corporate.' If your team will be made up of family, neighbors, your tri-club, cycling friends, etc., choose 'Friends and Family.'

Participant Type *

Rider- Shared Accommodations

[Change](#)

This fee helps covers administrative expenses and secures your spot in RIDE for Smile Train. Riders will have the opportunity to indicate a preferred roommate choice later in registration.

Registration Fee: \$250.00

Required Fundraising: \$4,000.00

Role *

Individual

Join a Team

Create a Team




You will then be asked to create a Team Name and set your Team Fundraising Goal. Be sure to give some serious thought to both, though you will be able to edit them at a later time.

Complete your registration process by filling out all of the necessary information. Upon completion, your Team Page will be created!

Setting Up Your Team Page

Log in to your Team Page using your email and the password you created during registration. Once you're logged in, you'll be able to customize your RIDE for Smile Train Team Fundraising Page. This is where you will send potential team members to encourage them to join. It's also where you'll manage your team's fundraising efforts, monitor progress, receive donations, and provide updates. This page will be the hub of everything for your team, so make sure it's great!

 Your Page  Dashboard  Donations  Messages  Resources  Activity Tracking

 Welcome, Bridget.  



Personalize it! Add a profile photo to your Team Page. Personalize your team's story, including how you know each other, where you're from, why you ride, and most importantly, why you've all decided to RIDE for Smile Train. You can include photos with your story, too.



Keep your page updated. Be sure to let your donors know what your team is up to! Have a big fundraising event or challenging training ride coming up? Include it on your page. Welcoming some new team members? Shout them out on your page.



Add the Team Page link everywhere. Scroll to the bottom of the Team Page and click 'Get Page Link.' Put this link everywhere — your Instagram and Twitter bios, email signatures... if you can personalize it, you should paste it. Your friends and followers need to know where they can join your team or donate to it!

Step 2: Build Your Team



The whole is greater than the sum of its parts.”

–Aristotle

The more team members you have, the more smiles you'll create! Recruiting takes effort, but it is always worth it.

Who should you recruit? Anyone and everyone! Your family, friends, and neighbors. Your cycling team and your triathlon team. Your colleagues. The list goes on! If you think someone would enjoy riding their bike for a good cause, reach out to them! They don't have to be a serious cyclist and they don't have to have a connection to clefts, though that may make it easier for you to convince them to join. Even if someone doesn't want to join the team, you should still tell them about the RIDE, then circle back when you're looking for fundraising support!



Step 3: Set Goals

The first step to success is deciding what success looks like! Setting clear goals will keep your team motivated and give you all a clear idea of what you want to accomplish. As the Team Captain, you'll set the tone and expectations for the team based on the goals you establish.

Keep in mind that **each individual Team Member is responsible for meeting the \$4,000 fundraising requirement.** Your team goal needs to reflect that. If you have 4 team members including yourself, your goal must be at least \$16,000, though we think you can push your team to raise even more!



SET REALISTIC GOALS. Aim for something that requires hard work but is still achievable.



GET TEAM INPUT. You may be the Team Captain, but you should still have conversations with your Team Members about their expectations and what they feel are reasonable goals. Getting their buy-in from the start will make your job that much easier.



SET MULTIPLE GOALS. Of course you need a fundraising goal, but you can also have goals for how many Team Members you want to recruit, how many donors you want to reach, or how many fundraising events you want to host. Get creative with goals outside of just total fundraising.

If you want to talk through your goals or need ideas, please reach out to our staff at ride@smiletrain.org.



Step 4: Fundraise

Your team's fundraising efforts help Smile Train support essential cleft care for children in need around the world. Your team might have different levels of experience, but whether someone is a fundraising veteran or a novice, with these tips and your support as Team Captain, they should be able to meet and exceed their fundraising minimums in no time.

Put the FUN in FUNdraising!

Fundraising as a team is a great opportunity to increase your reach. Combined, your networks are much more far reaching than any individual's. Take advantage of this by planning fundraising events where each Team Member is expected to invite a certain number of people. Don't be afraid to push your Team Members to lean into their networks.

You can also turn fundraising into a friendly competition. Pick a small prize, or just offer bragging rights to the Team Member who raises the most on their personal page. Or gets the most unique donors. Or shares the most on Facebook. It could be anything! Think of creative ways to make the fundraising experience engaging and fun for your team. It will help individual Team Members reach their personal goals, help the team reach its overall goal, and enhance the entire experience for everyone!

FUNDRAISING IDEAS

Here are some effective ways to motivate your Team Members to come together to fundraise:



PUT YOURSELF OUT THERE: Tell your team that if they reach the team goal, you'll do something crazy! (Show up to work in a costume, shave your head, etc.)



GET A PRIZE: Ask a local business if they would donate a gift certificate or basket you can award to your team's highest fundraiser.



HAVE A TEAM GARAGE SALE: If you're all local, get your Team Members to clean out their garages, closets, attics, etc. and host a joint garage sale! All proceeds go to your team page.

Team Donations

Though you are fundraising as a team, each individual Team Member is responsible for meeting the \$4,000 fundraising requirement. Additionally, we will use each Team Member's personal fundraising total to determine any 'SMILE' Fundraising Levels they reach.

Donations made at the team level will not automatically be allocated to Team Members. While we support donations to the team, we ask that you use team donation allocation as a supplement (not lead) to individual fundraising efforts. Team Captains may decide how to handle team donations and submit any requests to share funds to ride@smiletrain.org by February 14, 2022. Please keep in mind, dollars shared ultimately affect the total raised for treating children with untreated clefts. Each Team Member will need to have met the required \$4,000 by February 28, 2022, or their cards will be charged.

Please email our staff at ride@smiletrian.org with any team donation questions.



Team Jerseys

As part of RIDE for Smile Train, each team member will receive a RIDE cycling kit. But there are two days of riding... what should you wear on day two? Team Jerseys! Create custom, one-of-a-kind Team Jerseys through our apparel partner, Giordana. We encourage you to get creative with your Team Members and create a jersey that embodies why you are all RIDING for Smile Train.*

As part of their commitment to Smile Train, Giordana will provide a discount on team orders. A bank of RIDE logos and design ideas will be provided for your team as a foundation for your custom order. Pro tip: Add a corporate logo or ask local businesses for a donation to your team in return for their logo on your jersey.

Keep in mind that custom orders of this nature have a long production time. Once you have recruited your team, consider discussing Team Jerseys right away.

To get started in the creation and order process for your Team Jerseys, contact ride@smiletrain.org.

*Team Jerseys are at the expense of the individual team members.





FAQ

Q. Why create or join a team?

A. RIDING with a team brings an extra sense of camaraderie to your RIDE for Smile Train. In addition to the individual RIDER fundraising pages, a separate team page allows you to highlight your team roster and your collective motivation for RIDING.

Q. I already registered, but not as a Team Captain. Can I change my role and start a team?

A. You can start a team during the RIDER registration process. If you want to create a team after you've registered, head to your fundraising page. Click on 'Dashboard' at the top.

To the right, under 'Event Information,' click on 'Change Team Membership.' From there, you'll be able to 'Create a New Team' that you will be the Team Captain of.

Q. Can I change the name of my team?

A. Yes, the Team Captain can change the name of their team on their Team Page. When logged in, click the edit (pencil) button next to your Team Name and change it to your new name.

Q. How can I invite someone to join my team?

A. You can invite someone to join your team from your fundraising dashboard or by sending them the link to your Team Page.

Q. Do Team Members all have to ride the same distance?

A. No, the members of a team do not have to ride the same distance.

Q. Will the Team Captain and Members be placed in Shared Accommodations together?

A. Team Members are not automatically paired together. If you would like to room with a Team Member, you must list their name in the roommate request portion of registration.

Q. Can the Team Captain and Members still select Single Occupancy Accommodations?

A. Yes, the Team Captain and Members can still select Single Occupancy Accommodations.

Team Captain Worksheet

Team Name: _____

Team Captain Name: _____

GOALS

Number of Team Members: _____

Minimum Goal (Number of Team Members x \$4,000): _____

Team Goal: _____

PLANNING ACTIVITIES

1. Customize Team Page | **Due Date:** _____

2. Team Announcement | **Due Date:** _____

(tell your friends, family, and social media followers you've decided to start a team for RIDE for Smile Train)

3. Recruitment

ACTIVITY	DATE

4. Team Member Communications | **Due Date:** _____

(inform Team Members of Team Fundraising Goal, fundraising activities, team bonding activities, etc.)

5. Fundraising

ACTIVITY	DATE

6. Team Member Thank-Yous | **Due Date:** _____





RIDE
for SmileTrain

CONNECT WITH US!

 Follow us on Instagram @rideforsmiletrain

 Like @SmileTrain on Facebook

 Email us at ride@smiletrain.org

 mysmiletrain.org/event/RIDEforSmileTrain