

## 4 Simple Steps to Starting a Team

Welcome to ECORIDE 2010 and congratulations on supporting a social and ecologically responsible lifestyle. Your team's efforts will support hands-on agricultural education at the Kayam Farm.

Here are three simple steps to be the captain of a team.

### 1. Recruit

Team members can be anybody-friends, families, co-workers, or neighbors-and they can all easily register as cyclists online at [www.ecobikeride.org](http://www.ecobikeride.org). Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

### 2. Raise Money

Fundraising comes more naturally when you make it personal. Set up a team fundraising page when you register at [www.ecobikeride.org](http://www.ecobikeride.org). If your team is cycling because they participated in a program at the Farm, ask them if they would be willing to tell their story. Just be sure to follow that with a statement about how much progress we've made with the farm production and programming. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

### 3. Motivate

ECORIDE 2010 offers numerous incentives for teams. For example, prizes for the team that raises the most money and the team with the most members. Remind your teammates of those incentives and strive to reach them. You can also set up incentives for your team -a pair of movie tickets to the team members that raised the most in a week, a gift card to every team member who gets at least 5 gifts online, a free lunch to the person who raises the most money during the week or posted their picture on the staff board. Be creative.

### 4. Have Fun!

Being a team captain is an opportunity to share a great experience with friends and family members, or co-workers-a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your

teammates of why they registered. ECORIDE 2010 can be more than a fundraising event-it can be a joyous celebration of how far we've come together to inspire social and ecological living!

### **Eight Suggestions for Online Teams**

1. Post team pictures online
2. Include your company/team logo
3. Set a fundraising goal that everyone can see and support
4. Post your team roster
5. Email your entire team at once
6. Track your team members' fundraising progress
7. Track and thank your team gifts
8. Update your page and photos

For more information on the ride go to [www.ecobikeride.org](http://www.ecobikeride.org) or contact us at [chair@ecobikeride.org](mailto:chair@ecobikeride.org)