

 **Ride for Heart**

# Captain's Guide

Your team's roadmap to the Ride for Heart Corporate Health and Wellness challenge.

[rideforheart.ca](https://rideforheart.ca)





## TIPS

- 1.** Registration is FREE so it's never been easier to grow your team! Open it to family members or colleagues to participate. The more the merrier!
- 2.** Remember to include your team page link in every communication.
- 3.** Start with last year's VIPs, and encourage them to get involved with your team recruitment. They are a great source of inspiration to new team members.

## Thank you for being a Captain!

Ensure your team has an amazing experience in the Ride Corporate Health and Wellness Challenge and maximizes their impact by following the tips contained in the following pages.

# 1. Start building your team today!

### 6 steps to recruitment success:

- 1. Start early.** Once your team is registered online, start recruiting! Leverage our [team recruitment email template](#) to send to your colleagues to fast track growing your team!
- 2. Double up.** Select a co-captain to help lead the team or, better yet, recruit ambassadors from other departments to help recruit even more team members.
- 3. Multiple co-captains.** Select more than one co-captain to help lead the team and recruit even more team members.
- 4. Go right to the top.** Ask your manager or senior executive to email staff expressing excitement about the company uniting to support such an important cause and encouraging them to join the team.
- 5. Reunited and it feels so good.** Reach out to former team members first, then ask other colleagues to join. If you are a returning team, ask your Ride for Heart representative for a list of your previous year's team members to get started.
- 6. Keep your eyes on the prize!** Let team members know that anyone who raises at least \$150 will be entered to win 1 of 50 \$50 Everything gift cards. Let's make every effort count—visit our [rewards page](#) for more details!
- 7. Sharing is caring.** Tell your story with your network. A connection to the cause helps motivate others to act so tell them why you're leading the team to success. Share the [Ride Corporate Health and Wellness Challenge](#) – in your company newsletter, intranet, social media – and encourage others to join.

## 2. Get your team engaged

Once you've recruited your Corporate Team members, it's time to get them excited for the Ride Corporate Health and Wellness Challenge. Here's how to keep them engaged and informed.

- **Host a team kick-off event.** Use our [DIY ideas](#) to plan a kick-off for the Ride Health and Wellness Challenge to get your team excited and pumped.
- **Get active.** Declare a team KM goal and challenge team members to help reach it by tracking their activity in their participant centre, while participating in fun activity challenges.
- **Get ready.** Use the [Fundraising and Fitness Planner](#) to help prepare your team for the weekly fundraising and fitness challenges.
- **Get healthy.** Encourage your colleagues to keep their health and wellness top of mind by participating in the fun activity challenges and checking out the FREE [Health and Wellness Resources](#).
- **Celebrate your accomplishments.** Host a team celebration event at the end of your challenge. Award your [top fundraiser](#) and top [KM earners](#).
- **Have fun! Excitement is contagious.** Update your team on goals set and milestones reached. Remember to share the weekly update emails with your team that you receive from your Ride for Heart representative and thank them for their involvement and support in the Ride for Heart Corporate Health and Wellness Challenge.



**TIP**

Encourage your team members to share their photos and videos on social media, tagging [@HeartAndStroke](#) and using [#HeartAndStrokeRideasOne](#) in your posts.



## 3. Maximize your impact

Here's some ideas to help your team ramp up their fundraising efforts to help beat heart disease and stroke and push your team to the top of the leaderboards!

- **Set goals to motivate your team.** Personal goals should ladder up to the overall team goal. Set the bar high and strive to surpass it! Consider becoming a VIP (Very Important Philanthropists) by raising over \$1,000 to maximize your impact.
- **Request a corporate match or gift.** Many companies support their employees' charitable efforts with corporate matches or gifts. Check with your organization to see what opportunities are available and how to qualify. Download our [Corporate Giving Form](#).
- **Fundraise and win!** Motivate your team members by ensuring they know that they can win one of 50 \$50 Everything gift cards if they raise at least \$150. Details can be found on our [rewards page](#).
- **Spread the word.** Use the [participant centre email templates](#) and [social media](#) messages, or to quickly and easily connect with potential donors.
- **Get creative.** Encourage team members to come up with fun fundraising ideas. Colleagues could donate the cost of a day's/week's/months' worth of morning coffees. Or crafty coworkers could donate their creations to an online charity auction. For more ideas, download our [Fundraising A-Z guide](#).

### TIPS

1. Set a minimum fundraising amount for team members and offer a special gift or reward to those who reach it by a certain date.
2. Include the link to your fundraising page in your work email signature.

# 4. Corporate Wheel Awards

## Earn bragging rights over your industry competitors!

Top fundraising teams in their industry category have the opportunity to win one of our coveted [Wheel Awards](#), and bragging rights, at least until next year!

**Platinum Wheel Award:** Top overall fundraising team

**Platinum Club Member:** Any team that raises over \$100,000

**Golden Team Award:** Highest average fundraising per member\*

**Golden Kilometer award:** Highest KM earner\*

**Golden Wheel:** Top fundraising team\*

**Silver Wheel:** 2nd highest team\*

**Bronze Wheel:** 3rd highest team\*

\*In each industry category

- Design & Manufacturing
- Financial
- Municipal Services
- Health, Law & Service
- Insurance & Real Estate
- IT & Telecommunications
- Natural Resources
- Sales, Media & Distribution

## Need more support?

Check out the [resources section](#) on the [rideforheart.ca](#) website or contact your Ride for Heart representative directly!

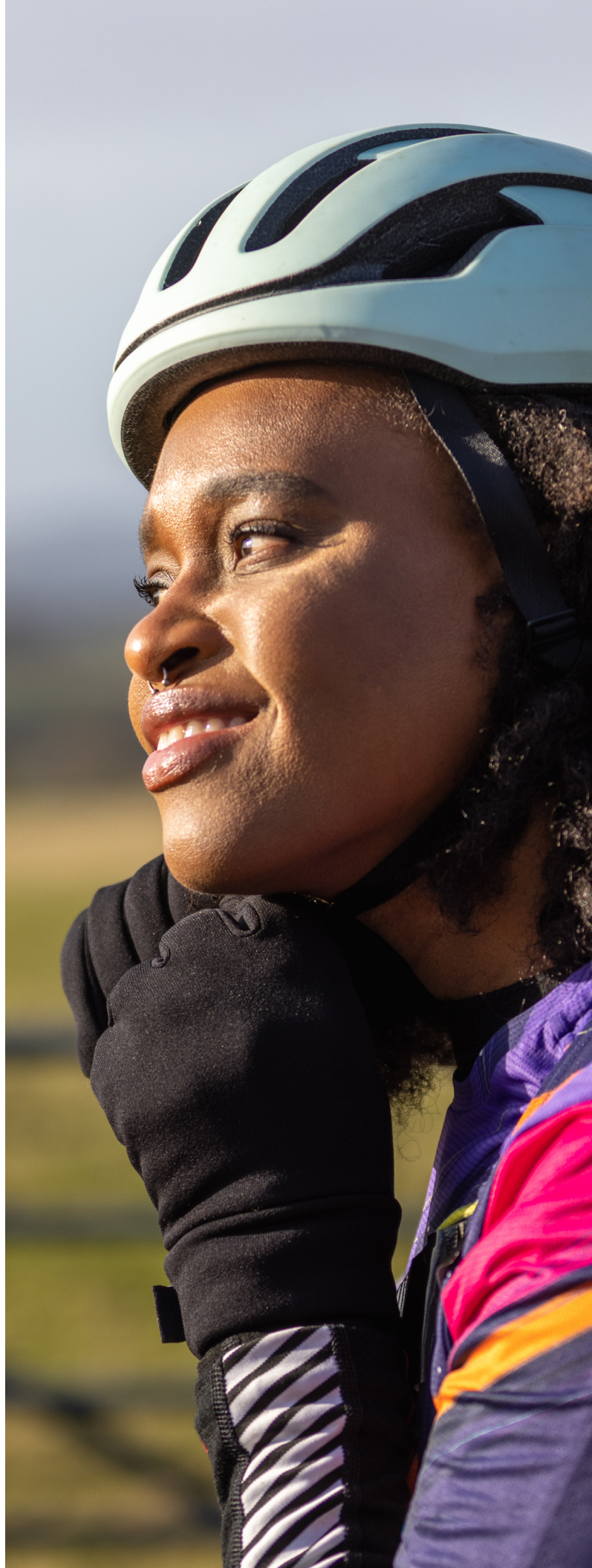
**Beat heart disease.**

**Beat stroke.**

**Beat as one.**

**Ride as one.**

[rideforheart.ca](http://rideforheart.ca)



# Ride Resource Index

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## Captain's Resources:

- [Team Recruitment Email Template](#)
  - [Fundraising & Fitness Planner](#)
  - [Team Recruitment Tips & Tricks](#)
  - [Team Recruitment Poster](#)
  - [Team Progress Poster](#)
  - [Fundraising Certificate of Appreciation](#)
  - [Top KM Earner Certificate](#)
  - [Social Media Badge](#)
  - [Certificate of completion](#)
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## Fundraising Resources:

- [Ride for Heart Badge Guide](#)
  - [Ride for Heart Planning Guide](#)
  - [Fundraising A - Z Tip Sheet](#)
  - [How to raise \\$1,000 in 5 Days Tip Sheet](#)
  - [Ride for Heart Email Templates](#)
  - [Ride for Heart Virtual Meeting Backgrounds](#)
  - [Social Media Templates](#)
  - [Sharable Video on Heart Disease](#)
  - [Sharable Video on Stroke](#)
  - [Sharable Video on Women's Heart Health](#)
  - [Corporate Giving Form](#)
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## Fitness & Wellness Resources:

- [Accountability Buddy](#)
  - [Health and Fitness Journal](#)
  - [Walking Trails](#)
  - [Deck of Cards Fitness Game](#)
  - [Activity Conversion Chart](#)
  - [Spotify Playlist](#)
  - [Additional Wellness Information](#)
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## Help Centre Guides:

The Ride for Heart [help centre](#) is a collection of articles and guides for Ride participants that will help you navigate the website and maximize your fundraising efforts.

### Ride for Heart Website Guides:

- [Register to Join a Team](#)
- [Mailing List Tool Guide](#)
- [See your Team Page Donors & Participants](#)
- [See Your Personal Donor List](#)
- [Share on Social](#)
- [Download a QR code](#)
- [Assign a Co-Captain](#)

### Ride for Heart Kilometre Challenge:

- [Log KM by linking a Strava account](#)
- [Log KM manually on your fundraising page](#)
- [Team KM Challenge Guide for captains](#)
- [Review team KM challenge progress](#)

