



# Team Recruitment Tips & Tricks

- 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! The sooner you start, the more impact your team will make. Registration is FREE – make sure to let everyone know!
- 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 Reunited and it feels so good.** Reach out to former team members first (if applicable), 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.
- 4 Go right to the top.** Ask your manager or a senior executive to email or post an internal communication to all-staff expressing excitement about the company uniting to support such an important cause and encouraging them to join the team. Make sure to include your team page link to make it easy for people to join your team!
- 5 Keep your eyes on the prize!** Team members who raise at least \$150 will be entered for a chance to win one of 50 \$50 gift cards! Check out our rewards page for all the details!
- 6 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.
- 7 Spread the word.** Ask your team members to help recruit. They may know someone in another department or building who would love to join the team. Open the team up to family members, because registration is FREE!

- 8 New QR codes.** Utilize QR codes to make recruiting your team a snap or conveniently raise donations for the team or your individual page. Download a copy to print out, include it on a poster, pop it into an email or share it with friends digitally. Look for the SHARE option either in your Participant Center or on your page. Then select the QR Code from the from the options
- 9 Stress the WHY.** Craft an email sharing why it's so important to support Heart & Stroke and the impact their participation and fundraising can make. Ask your manager or a senior executive if they would share the email to a wider company audience to support your efforts.
- 10 Offer incentives.** Organize a raffle to early bird team members who register by a certain date, or offer a gift card to the first 5-10 people who join your team. Get creative!
- 11 Lunch and Learn.** Set-up a "kick-off" meeting and invite colleagues to attend a Zoom lunch or in person to share details about the event, and why your team's support is needed to help beat heart disease and stroke. Coordinate with your HR team, as well as your Ride for Heart rep.
- 12 Be inclusive.** Emphasize the fact that people can ride, walk, run or participate in any way they see fit! Any fitness level is welcome.
- 13 Finally, make it fun!** Excitement is contagious. Continuously update your co-workers on your efforts, success, and fundraising milestones reached. Thank them again for their involvement and support.

For more tips on team recruitment, contact the Corporate Challenge team at [corporatechallenge@heartandstroke.ca](mailto:corporatechallenge@heartandstroke.ca)