

# TEAM CAPTAIN GUIDE



**UCI** Anti-Cancer Challenge

The UCI Anti-Cancer Challenge is an activity of the University of California, Irvine Foundation, a 501(c)(3) nonprofit, tax ID 95-2540117

UCI Anti-Cancer Challenge | UCI Health Chao Family Comprehensive Cancer Center | University of California, Irvine

3800 West Chapman Avenue, Suite 3300 | Orange, CA 92868 | [anti-cancerchallenge.org](http://anti-cancerchallenge.org)



**BRILLIANT FUTURE**  
THE CAMPAIGN FOR UCI





# **RIDE. RUN. WALK.**

## **LEAD THE CHARGE AGAINST CANCER**

### **WELCOME AND THANK YOU FOR BEING A UCI ANTI-CANCER CHALLENGE TEAM CAPTAIN.**

Team captains promote their team, recruit participants and encourage teammates to be successful. Team captains communicate regularly with the team and plan fundraising or training events. This Team Captain Guide is designed to help you recruit Challengers and understand how a team works. This guide contains information on the following key topics:

Page 1-2:	Planning and Organizing
Page 3:	Recruiting
Page 4:	Fundraising
Page 5:	Training and Safety
Page 6:	Team Promotion
Page 7:	Team Planning

### **MARK YOUR CALENDAR**

We have a series of events to get your team ready for Challenge Day. Check the Lead-Up Events section of the website for updates or follow us on Facebook or Instagram. Invite your teammates and potential teammates to these community events to learn more about the impact of the UCI Anti-Cancer Challenge.

### **IMPORTANT DATES**

Make sure your team members know about these important 2024 dates:

Challenge Chats:	Wednesday, June 12 and Aug. 14
Packet Pickup:	Wednesday - Friday, October 2 - 4
Challenge Day:	Saturday, October 5
Fundraising Deadline:	Thursday, October 31

### **ATTEND CHALLENGE CHATS**

Join these virtual sessions to learn effective recruitment strategies and insights on fundraising from successful team captains.

### **JOIN THE TEAM CAPTAIN FACEBOOK GROUP**

Stay connected and up to date on important UCI Anti-Cancer Challenge updates to share with your team members.

# PLANNING AND ORGANIZING

Get your team ready by reviewing the team basics.

## WHAT IS A TEAM?

A UCI Anti-Cancer Challenge team is a group of friends, colleagues and/or family members working to collaboratively raise funds for innovative cancer research.

## HOW MANY PEOPLE MAKE UP A TEAM?

We encourage you to rally at least 10 members for your team. A team is about building team energy and spirit. The more members you have, the more fun the Challenge will be.

## WHO CAN JOIN MY TEAM?

Anyone can join your team — riders, runners, walkers, volunteers and virtual participants can all join forces on one team.

## WHAT IS THE FUNDRAISING GOAL FOR MY TEAM?

Set your team goal high! Every participant has an individual fundraising goal, and every dollar they raise on their personal page contributes directly to the overall team fundraising goal.

It's important to note that donations given directly to the team fundraising page cannot be evenly distributed among teammates to count towards their fundraising commitments.

It is highly encouraged for team members to fundraise through their individual pages, as all funds raised individually contribute to the overall team goal.

## JOINING A TEAM INSTEAD OF PARTICIPATING AS AN INDIVIDUAL

Participants can sign up as individuals, but we encourage teams. Here's why:

- Teams bring more people, money and awareness to the UCI Health Chao Family Comprehensive Cancer Center.
- Teams build camaraderie among groups of people who are passionate about finding cures to all forms of cancer.
- Teams put the fun in fundraising and have a great time training together.

## WHAT ARE MY RESPONSIBILITIES AS TEAM CAPTAIN?

Your main priority is to keep teammates informed and motivated. Team captains also:

- Recruit new team members.
- Set a team fundraising goal.
- Set up and maintain your team's webpage.
- Share important information about event day to team members.

# PLANNING AND ORGANIZING

You don't have to do it alone. We are here to help set your team up for success.

## CAN I HAVE A CO-CAPTAIN?

You can have up to three co-captains—four team captains total. Only one captain can start a team. Once the captain has created the team and the co-captain has registered, send an email to [anti-cancerchallenge@uci.edu](mailto:anti-cancerchallenge@uci.edu) to request the co-captain be promoted from a team member to a team captain.

Recruit co-captains to take on the following roles:

- **Fundraising Pro:** The go-to fundraiser. This person should be familiar with the fundraising and be able to educate the team about best practices.
- **Party Planner:** This person plans team get-togethers and fundraising events.
- **Event Day Coordinator:** The event day and team spirit guru. This person will be in charge of team event day logistics and coordinating a team theme. Team T-shirts, hats and signs are encouraged.

## HOW DOES THE WEBSITE HELP ME WITH MY TEAM?

Each participant gets a personal page on the UCI Anti-Cancer Challenge website that can be directed to potential donors. As a team captain, you also manage a team page. You can personalize the page with a photo or video and stories.

## HOW DOES THE UCI ANTI-CANCER CHALLENGE HELP ME WITH MY TEAM?

As a team captain you will receive special team captain email updates with fundraising ideas, information on recruiting and tips for communicating with you team and team challenges.

You can also join the UCI Anti-Cancer Challenge Team Captain group on Facebook to connect with other team captains.

## WHAT SHOULD BE MY TEAM GOAL?

When you set a team goal for both fundraising and number of teammates, set the goal high — people are more likely to rally together to support your efforts if they seem difficult to achieve.

## PRO TIPS

Support your teammates with training, education, fundraising and celebrating.

- Welcome each new teammate. You will get an email alert when a new team member joins your team.
- Get in touch and stay in touch. Communicate regularly with your team. Schedule opportunities for the team to connect at events.



# RECRUITING

Now it's time to recruit Challengers to your team! The more Challengers you have, the more fun it will be.

## HOW TO RECRUIT

Anyone can join your team. Here are a few tips to help you recruit teammates:

- People can't join you if they don't know what you're doing. Don't be shy about spreading the word.
- Include the two most important pieces of information—your team name and a link to your team page.
- Set up your team page. Your team page is the best way to encourage people to join you. Don't forget to post your team's goal to inspire people to join you.
- Let your social media work for you. Post an invitation and include a link to your team page.
- Ask everyone who joins your team to recruit two members.
- Connect with those who have been touched by cancer; ask them to join you.
- Promote your team in your local paper, at stores, coffee shops and gyms.
- Friendly competition can really get people excited. Find another team and run a competition to see who can recruit more people in a month.

## RECRUIT IN THREE EASY STEPS

1. Email your network and encourage people to join you. Save time by using the template email in your fundraising dashboard.
2. Host a team kick-off party. Provide snacks and invite friends and family. Tell them about the event, why you're involved and encourage them to join your team. Use your phone or bring your laptop to register your friends right away.
3. Update your social media frequently with information on joining your team. Include

## USING TEAM CHALLENGES TO RECRUIT

Boost your recruitment efforts by participating in team challenges throughout the year.

- Team Week: Recruit the most members in 7 days for a chance to earn a coveted team tent on Challenge Day.
- Threshold Challenges: Reach milestones like recruiting 10 or 25 members to unlock rewards such as a team flag or exclusive opportunities on Challenge Day.

Follow us on social media and check your emails for real-time updates on team challenge dates.

# FUNDRAISING

Teams have more fun and raise more money than individual participants.

## FUNDRAISING EVENTS

Be prepared to accept donations at fundraising events. The best way to accept donations is to ask people to give directly on the website. Encourage team members to download the UCI Anti-Cancer Challenge mobile app to fundraise on the go.

If you choose to accept cash or check donations during a fundraiser, please complete the Offline Donation Form for each gift.

You can also use the Donation Tracking Form to allocate donations to different team members. Both forms can be found on the website in the “Tools and Resources” page on the website.

## MATCHING GIFTS

Many companies match their employees’ donations. The process is usually easy. The donor fills out a form and gives it to their company. The company will then match the gift dollar for dollar. Encourage team members to take advantage of matching gifts. Visit the “Matching Gifts” page of the website for more information.

## EVENT IDEAS

We have a list of event ideas to help you get started. Visit the “Tools and Resources” page on the website and download the Fundraising Ideas document.

## ENCOURAGE TEAMMATES

Teammates may be shy about asking for donations if this is their first fundraising event. Remind team members many people will be eager to support their Challenge and a great cause.

Check out the Fundraising Plan in the “Tools and Resources” page on the website for more information on how to hit fundraising goals quickly.

## THANKING DONORS

Thanking donors is one of the most important ways to get the word out about the UCI Anti-Cancer Challenge, celebrate your achievement and secure donations in future years. Thank you templates can be found in your fundraising dashboard.

## TOOLS AND RESOURCES

Navigate to the “Tools and Resources” page, conveniently located under the “Fundraising” tab on our website. Here, you’ll discover valuable materials, including fundraising tips, guidance on expanding your network and creating a personalized fundraising plan.

Don’t forget to enhance your fundraising experience by downloading the UCI Anti-Cancer Challenge app. This free app not only assists you in managing your fundraising efforts but also enables you to seamlessly track your activity, all in one place.



# TRAINING AND SAFETY

Our top priority is to keep all our Challengers safe.

## SAFETY

As a team captain, check in with your team members to make sure they are prepared to be safe on Challenge Day.

Riders must follow the rules of the road, which are outlined on the website. All riders are expected to wear a helmet while riding on Challenge Day.

Runners should be encouraged to line up as they think they will finish to avoid congestion and potential accidents on the course.

## TRAINING TIPS

Organize training rides or runs with your teammates and use the UCI Anti-Cancer Challenge app to track your miles or participate in any one of the UCI Anti-Cancer Challenge rallies offering training rides and runs for the community.

Training as a team deepens friendships, builds confidence, and it is a great way to get ready for Challenge Day.

## TRAINING FOR RIDERS

- It's important to start training early so you have plenty of time to prepare for the ride. Find a training timeline that works for your schedule.
- Organize your own training rides with friends and teammates to help you reach your goal.

- Enjoy the process of training for your ride — it should be fun!
- Ride safely during your training and practice your safety tips. Obey the rules of the road.
- Connect with riders who have more experience to share tips and information.
- Evaluate your equipment and get what you need for a comfortable ride. Make sure your bike and helmet fit you properly. Visit a local bike shop for more information on proper fitting.
- Stay hydrated and find the right nutrition plan for you.
- Don't forget to rest. In addition to days off during your training schedule, plan to get enough sleep at night so you have more energy for your ride.
- Stretching or foam rolling can reduce tightness and soreness after a ride.
- Ride new roads once in a while to add variety to your routine.
- Do a quick ABC bike check before every ride. Check the air in your tires, your brakes and your chain.

# TEAM PROMOTION

Show off your team before and during the event.

## TEAM PRIDE

Big or small, company or family, your team can show off some spirit on Challenge Day. If you plan to create a custom jersey or shirt for your team, the key is to recruit early and order early. It takes time to design, produce and deliver a custom T-shirt or jersey.

We've also seen people build team unity with hats, bandanas, sign, bike decorations and more. Be creative. Have fun. Make the Challenge your own!

## PROMOTE YOUR TEAM

Consider promoting your team in local newspapers or company newsletters, with merchants, at community and company events, etc. to show off what your team is doing and encourage support. Don't forget to include a link to your team page or QR code in the promotion to make it easy for people to donate.

## SHOW OFF

Find local sponsors to sponsor the team. Wear their logo when you ride or run.

## UPDATE YOUR INFORMATION

Continually update your Team Page in the Participant Center. Keep posts current to engage your team and fundraising networks. Encourage your teammates to update their personal pages.

## GET SOCIAL

Don't forget to post Facebook or Instagram updates when you hit important milestones towards your fundraising goal. Show a training ride or run/walk your team just finished and tag us at @anticancerchallenge.

## CORPORATE TEAMS

Here are a few tips to recruit teammates and promote your team at work:

- Tell your corporate leaders about the Challenge. It's a great way to build team spirit, demonstrate community leadership and connect employees around something meaningful.
- Arrange for your UCI Anti-Cancer Challenge team to do a "Lunch and Learn" event at your office.
- Use internal channels such as break room bulletin boards and newsletters to inspire your colleagues to join your team.

## COMPETE FOR AWARDS

All teams are eligible to compete for the following team awards on Challenge Day:

- Top Fundraising Team
- Largest Team
- Best Dressed Team
- Most Spirited Team



# TEAM PLANNING

TEAM NAME: \_\_\_\_\_

TEAM CAPTAIN: \_\_\_\_\_ CO- CAPTAIN: \_\_\_\_\_

Target number of team members:

Target team \$ goal:

Target \$ goal for each team member:

Customize team fundraising page.  
Due date:

Email members announcing team.  
Due date:

Email members announcing goals & activities.  
Due date:

Team recruitment kick off announcement.  
Due date:

Email thank you to all team members.  
Due date:

TEAM ACTIVITIES	DUE DATE
1. _____	
2. _____	
3. _____	
4. _____	
5. _____	

FUNDRAISING ACTIVITIES	DUE DATE	\$ GOAL
1. _____		
2. _____		
3. _____		
4. _____		
5. _____		

# TEAM FUNDRAISING EVENT TRACKING FORM

**UCI** Anti-Cancer  
Challenge

Any check or cash team donations that need to be divided among your individual teammates must be submitted with this distribution form. Please list the names of participants and the portion of the total donations you would like each to receive.

Team Name: \_\_\_\_\_

Total amount of cash: \$ \_\_\_\_\_

Team Captain: \_\_\_\_\_

Total amount of checks: \$ \_\_\_\_\_

Email: \_\_\_\_\_

Total amount of credit cards: \$ \_\_\_\_\_

Phone: \_\_\_\_\_

Grand total enclosed: \$ \_\_\_\_\_

	DONATIONFROM	\$ AMOUNT	TO: PARTICIPANT NAME
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Mail this form, completed, with  
Offline Donation Forms and payments to:  
UCI Anti-Cancer Challenge  
3800 West Chapman Avenue, Suite 3300  
Orange, CA 92868

Questions? Contact us.  
[anti-cancerchallenge@uci.edu](mailto:anti-cancerchallenge@uci.edu)  
714.456.7171



# TEAM CHALLENGES

Join the UCI Anti-Cancer Challenge and unite for a cause through these exciting team challenges. Together, make a stand against cancer and build a community of hope on Challenge Day.

## TEAM FLAG

**Recruit 10 members by Sunday, June 30**

Celebrate National Cancer Survivor Month by recruiting 10 members to your team and earning a team flag. Wave your flag with pride on Challenge Day to showcase your team's dedication to supporting cancer research.

## BEAT THE BUCKET

**Recruit 25 members by Saturday, Aug. 31**

Rally a team of 25 members before the end of August and secure a spot to participate in a refreshing water activity on Challenge Day. Seize this fun opportunity to cool down and nominate a team member or your team captain for a good-spirited soaking!

## TEAM TENT

**Recruit 50 members by Sept. 30 OR Win a Team Week**

Team tents serve as a dedicated space where your team can gather on Challenge Day. Secure a team tent by recruiting over 50 members by Sept. 30 or by winning one of the Team Week competitions from June to September. During Team Week, teams battle to recruit the most members in a 7-day span.

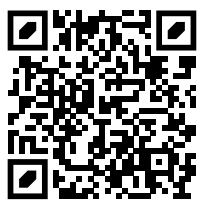
## BECOME A PARTNER IN RESEARCH

**Raise over \$50,000 with your team**

Teams that exhibit extraordinary fundraising success by raising \$50,000 or more become Partners in Research. This allows them to choose one of the funded projects to closely follow, receive updates on its progress and directly engage with the dedicated researcher leading the initiative.



## IN-PERSON EVENTS



Attend community events to learn more about the UCI Anti-Cancer Challenge and the impact of funded research. These events are free and open to the public.

Scan to RSVP or visit [anti-cancerchallenge.org/static/lead-up-events](https://anti-cancerchallenge.org/static/lead-up-events)

### THURSDAY, MAY 30

#### Kickoff and Grant Awards Announcement

Time: 4:30 - 6 p.m.

Location: UCI Research Park  
5141 California Ave  
Irvine, CA 92617

### THURSDAY, AUG. 8

#### Research Reception and Lab Tours

Time: 4 - 6 p.m.

Location: UCI Research Park  
5141 California Ave  
Irvine, CA 92617

### SATURDAY, JULY 13

#### Rally

Time: 8 - 11 a.m.

Location: UCI Research Park  
5141 California Ave  
Irvine, CA 92617

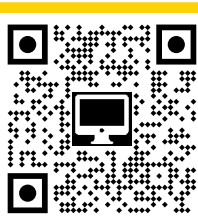
### SATURDAY, SEPT. 7

#### Rally

Time: 8 - 11 a.m.

Location: UCI Research Park  
5141 California Ave  
Irvine, CA 92617

## VIRTUAL EVENTS



Deep dive into fundraising and recruitment strategies, delivered by seasoned team captains. Challenge Chat webinars conclude with a dedicated Q&A session, ensuring attendees are fully equipped for success.

Scan to RSVP or visit [anti-cancerchallenge.org/static/challenge-chats](https://anti-cancerchallenge.org/static/challenge-chats)

### WEDNESDAY, JUNE 12

#### Challenge Chat #1

Time: 4 - 4:30 p.m.

### WEDNESDAY, AUG. 14

#### Challenge Chat #2

Time: 4 - 4:30 p.m.

## EVERY OTHER TUESDAY

### UCI Health: Healthy Living Series

Time: 3 - 4 p.m.

Every other Tuesday starting March 12. Tune in and discover how to live well and gain the tools you need to improve your life and well-being. RSVP or learn more at [ucihealth.org/events/health-classes/healthy-living-series](https://ucihealth.org/events/health-classes/healthy-living-series).