



# TEAM CAPTAIN KIT



**In-Person Ride | September 18, 2022**

**Virtual Challenges | September 5 - 18, 2022**

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## INTRODUCTION

**Thank you for stepping up to lead a Breakthrough Challenge Team in 2022!** Your leadership means more than inviting people to register for the Breakthrough Challenge and ordering a team jersey. It means motivating, inspiring, and leading **your team** to be creative and to work hard to harness their collective passion to change the future of cancer research. The following information is provided to assist you in getting the best start possible as a Breakthrough Challenge Team Captain.

## FUNDING BREAKTHROUGH CANCER RESEARCH

Founded in 2013, originally as the Breakthrough Bike Challenge, the Breakthrough Challenge was established with the objective to fund life-saving cancer research. To date the Breakthrough Challenge community has raised more than \$1.7 million to fund innovative cancer research through the Dr. Buz Cooper Scholarship Fund at the University of Pennsylvania's Abramson Cancer Center. 100% of participant-raised funds to support breakthrough cancer research.

## THE BREAKTHROUGH CHALLENGE

The Breakthrough Challenge offers two opportunities for individuals to participate in personally challenging activities that call attention to their fundraising commitment to support cancer research.

Our in-person signature event is a bike tour held in September which offers an unparalleled and memorable rider experience in beautiful Berks County, PA at the Daniel Boone Homestead. This event offers multiple route options ranging from leisure to challenging, including a family ride option.

Our virtual challenges provide enjoyable opportunities for runners, spinners, cyclists, and walkers to engage in friendly and rewarding competitions over the 2-week period leading up to our signature event. Virtual participants may choose what type of challenge they want and to set their own schedule.

Registrants may participate in the in-person event, the virtual events, or both. Our virtual events provide opportunities to involve our friends, family, and colleagues both near and far. Team members are part of our Breakthrough Challenge community whether they participant in-person or virtually! We stay connected throughout the year.

❖ **PRO TIP: Bookmark this guide on your browser for quick access.**

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## KEY 2022 DATES

- ❖ **Registration Opens**

**April 27**

- ❖ **Fundraising Starts**

**April 27**

- ❖ **Team Social Activities / Personal Training / Fundraising**

**April 27- September 4**

- ❖ **Early Bird Pricing Ends for In-person cyclist, price increases to \$50**

**June 1**

- ❖ **In-person cyclist price increases to \$75**

**September 1**

- ❖ **Breakthrough Virtual Challenges (Run, Ride, Walk, Spin)**

**September 5-18**

- ❖ **Breakthrough Bike Challenge Event**

**September 18**

- ❖ **Fundraising Ends**

**October 31**

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## RECRUITING

If your recruit is a cyclist, a willing fundraiser, and can save the ride event date, then it should be easy for you. Recruiting team members really starts with the obstacles like in the following actual quotes:

“My family’s been impacted by cancer, but I don’t own a bike.”

“I am a survivor and want to volunteer my time with the Breakthrough community, but I will be out of town that weekend.”

“I want to try and fundraise to make an impact, but I’m afraid I won’t make my fundraising commitment.”

**Your job is to try to assist those that want to help, but may perceive that they cannot, and to find a rewarding way for them to participate!**

Not everyone is aware that we are much more than a bike tour in terms of participation and fundraising! Our signature bike event is certainly our legacy, but we are so much more with the Virtual Challenges that we’ve offered since 2020. It’s important to offer your prospect a virtual option to run, walk, ride, and spin on a very flexible schedule if they otherwise can’t do the ride.

Team Captains must always be reaching out for prospective participants regardless of whether they are a cyclist. Many of our best participants in the past couple of years have chosen to run, walk, or spin to meet a personal challenge for our event. There are so many people who are looking for a meaningful cause to join.

### TEAM KICK-OFF SESSIONS

A good way to launch your team is to host a recruitment kick-off social event to share important information and generate excitement to participate. While people may be practicing social distancing and working from home, kick-off sessions may be highly effective through Zoom, Google Meet, or whatever video conference platform you prefer! This is the time to cover Breakthrough Challenge history, impact stories, and address commonly asked questions. (See the 5-minute pitch at the end).

❖ **PRO TIP: Have team members ready to share their Breakthrough Challenge goals to inspire other members!**

### EMAIL, EMAIL, EMAIL

An email can be an effective tool to drive interest and new members to your team! Send an email to coworkers, community members, family, friends, and team members from years past who are not registered in 2022. Include information about why your team is passionate about this year’s Breakthrough Challenge, what you are doing to stay connected during this time and how to get involved with your team.

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❖ *Pro tip: encourage current team members to reach out to the respective networks to get more members involved!*

## STAY CONNECTED TO YOUR TEAM MEMBERS

As you recruit and build your team you must stay connected, support, and motivate each other. Social media and team social activities go hand in hand.

[Facebook](#) and [Strava](#) are both excellent social media resources that can greatly help you to keep your team connected and motivated.

Create a social media team page to keep your team informed and connected to team events and team member activities.

Schedule “safe” group social rides or activities for your team, local restrictions permitting. These are excellent opportunities to invite candidate team members to ride with your team. Be sure to post images of these team events.

## BREAKTHROUGH CHALLENGE UPDATES & COMMUNICATION CHANNELS

Throughout the year there will be important updates you want to share with your team. A few ways you can expect to hear these updates:

Breakthrough Challenge social media — Follow us on Facebook, Instagram, and Twitter for updates in real time. Please encourage your team members to follow the Breakthrough Challenge Facebook page. This is a key channel of communication throughout our community.

Monthly Team Leadership email — a monthly message to our team leaders with our key dates on the horizon, contests, special fundraising opportunities, and team leader events!

Breakthrough Challenge email blasts — Emails sent periodically to all registered participants detailing important community updates and the latest Breakthrough Challenge details.

Breakthrough Challenge website — the website provides useful resources that you may use in your recruiting and fundraising activities.

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## SETTING UP YOUR TEAM

### 1. ENLIST HELP – NAME A CO-CAPTAIN

Our best Team Captains already have a full plate. Many are leading professionals in their respective fields with busy schedules. No matter what their talents are, they simply cannot do everything that is required to run a successful team. **We want the best Team Captains that we can possibly find; enlisting a co-captain will help your team to be as effective as possible.**

**Consider recruiting your best team member as a Co-Captain.** This will accomplish many things. It will foster idea generation, the sharing of work, and most importantly it will help prepare another leader for our community. ***If you are building a large team you may want a couple of co-captains.***

### 2. ESTABLISH YOUR TEAM NAME/THEME

**Once you have established your Team Name and Team Theme, we encourage you to outline what it means to be a member of this special effort before promoting your team.** Every team is working toward the same goal, but each one gets there in their own, unique way.

### 3. DETERMINE YOUR TEAM'S GOALS

**Set team goals for recruiting and fundraising.** Challenge each participant who joins your team to set their own personal goals to help accomplish the team goals that you set.

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## FUNDRAISING

The most successful Breakthrough Challenge fundraisers have one thing in common: they ask as many people for support as possible, in very personal ways. Do not procrastinate—from the moment you sign up for the Breakthrough Challenge, it is time to start communicating to your personal community.

**Two of the most effective things that you can do initially** is to establish your team's fundraising page and your personal fundraising page on our website and fundraising platform. Tell your team's story and why this is so important. Be prepared to offer aid to your team members in setting up their fundraising page. If you need to offer hand-on assistance to someone or need such assistance yourself, please contact Bill Barbour at [web212@outlook.com](mailto:web212@outlook.com). For details about customizing and sharing your team page, click [Fundraising Page Help Guide](#).

There are also an almost unlimited number of ideas for team-sponsored fundraisers. Here are some creative and easy to do virtual fundraising ideas:

### **Facebook Fundraising**

You can enable a Facebook fundraiser from your team page. Any donations to this Facebook fundraiser will be reflected on your team page. For a help guide, click [Facebook Fundraiser](#).

### **Online Silent Auction**

Utilize Google Forms to set up a virtual silent auction. Raffles and 50/50's can also be executed this same way!

### **Bingo Squares**

Creating a bingo board is a fun way to promote fundraising through Instagram Stories or other social channels. In summary, people purchase different squares and once there is a BINGO or the whole board is filled then the fundraiser must do something.

### **Virtual Bake Sale**

A virtual bake sale is a great option for fundraising. Offer people different incentives for donating to your fundraising goal. People love the personal touch and baked goods, like cookies or candy, are easy to send in the mail.

These are only a few of many, many ideas that fundraising teams have used.

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## 5-MINUTE PITCH (Key Talking Points)

As a passionate Breakthrough Challenge community member always be ready to succinctly explain what the Breakthrough Challenge is and how it effectively funding innovative cancer research.

The Breakthrough Challenge is an independent not-for-profit entity that raises money solely to support cancer research at the Abramson Cancer Center. The Breakthrough Challenge sets itself apart from the other “typical” cancer fundraising rides, in that

- 100% of funds raised goes to cancer research at the Penn Medicine Abramson Cancer Center, a leading cancer research and treatment center.
- The suggested fundraising commitment is quite modest - only \$250.
- You need not be an experienced cyclist, runner, walker, spinner to participate!
- Our ride experience sets us apart – beautiful Berks County.
- Our virtual challenges provide opportunities for those to participate anywhere, anytime.
- Our team social events can help you get ready, such as our team social rides.
- We have fun and help each other as a community!