



OBLITERIDE 2017 TEAM CAPTAIN KIT





Welcome and thank you for being an Obliteride Team Captain. You are the anchor of Obliteride, and we want to do all we can to help you. This kit contains information on the following key topics.

- 1. The Basics p. 3-4
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Please consider this a guide and adapt it for your best use.

LET'S GET STARTED!

CURES START HERE

WELCOME

We're so glad you have decided to ride in Obliteride 2017. As you will know, Obliteride is so much more than just a bike ride. It's a time to remember, celebrate, hope, heal and cure.

This Team Captain Kit is designed to help you recruit riders and understand how a team works.

If you have any questions please contact us at info@obliteride.org or 206.667.RIDE (7433) and we can help.

Fred Hutch: an overview

Fred Hutch is a collection of interdisciplinary teams of world-renowned scientists and humanitarians working together to prevent, diagnose and treat cancer, HIV/AIDS and other diseases. Every day, these researchers are discovering new ways to detect cancers earlier, when cure rates are highest; developing effective treatments with fewer side effects; and learning how to prevent cancers from growing in the first place. For more information, please visit fredhutch.org.

Obliteride: an overview

Obliteride is a community movement to raise awareness and funds for cancer research at Fred Hutch. The community gathers each August to ride their bikes together in support of the shared mission to cure cancer faster.

Obliteride's history:

Obliteride started in 2013 and has raised over \$9.2 million dollars for cancer research. Visit the Obliteride blog obliterideblog.wordpress.com/ to read about our mission, participants, the event and the types of research we've activated and accelerated so far.



WHAT IS A TEAM?

A team is a group of friends, colleagues and/or family members coming together in a shared commitment to cure cancer faster.



How many people make up a team?

While we tend to think a good starting number is five (5), it's really about building team energy and spirit.

What is the fundraising minimum for your team?

Each rider has a personal fundraising commitment. However, we know that some groups prefer to rally together and raise money together. If your team decides to fundraise as a team, all donations must go to the team page and can then be divided among the team members after the fundraising deadline. Only donations that go to the "team" page can be divided among the riders. Donations made to individuals must remain within the "individual's" fundraising total.

Can volunteers join the team?

Of course! Bring volunteers and virtual riders (e.g. non-biking fundraisers) to the team. The more the better!

Do all riders have to bike the same distance?

No. People can choose the route that's right for them. There are several opportunities Obliteride weekend to spend time together off and on the bike.

How does the website help me with my team?

Each Obliteride participant gets a personal page on the Obliteride website that can be directed to donors for fundraising and story-telling. As a team captain, you also manage a team page. You can personalize this page with a photo or video and stories, and direct donors to it for team fundraising. See page 6 for details on customizing this page.

How many team captains can you have?

You can have up to two co-captains. Only one captain can start a team. Once the captain has created the team and the co-captain has registered, contact info@obliteride.org and request the co-captain be added.

For Team vs. Individual fundraising questions see page 10.

If you have any questions, reference our FAQs on <http://obliteride.org/news-and-info/faq>. If you don't find the information there, please contact us at info@obliteride.org. We're here to help!

STARTING A TEAM

Whether you are bringing back a team from a previous year or starting a new team, follow the direction below to get your team going!

CREATING A TEAM

START YOUR TEAM

- GO TO OBLITERIDE.ORG
- Click on **RIDE** in the middle of the page
- On the pop up screen, choose your age and route
- Choose **START A TEAM**
- If you are a returning team captain from last year, you will be prompted to log in. Click on **signed in** and log in with your user-name and password from last year.*
- If you are starting a new team, enter your team name, recruitment goal and fundraising goal (you can always change this later). Follow the registration process and make sure to take note of your username and password. You will need it to log into your Participant Center.

* Note: only the previous year's team captain can bring back a returning team. You will need to use your previous year's login credentials. If you can't recall your login information (Username and password), there is a link on the login page to help. If you are still having trouble, please email info@obliteride.org. If a team is returning with a new team captain, please contact us prior to trying to bring back the team.

Now you are ready! Get recruiting and start fundraising!

RIDER REGISTRATION

RIDER AGE:
30+ 18-29

ROUTE SELECTION:
25 MILE 50 MILE 100 MILE TWO DAY

ARE YOU RIDING WITH A TEAM?
RIDING SOLO JOINING A TEAM STARTING A TEAM REGISTER NOW

Unable to ride? You can help by fundraising. Volunteer registration opens March 2017.

Obliteride 2017

To start a team, create a name and fundraising goal for your team. If you want to bring your 2016 team back, YOU MUST FIRST LOGIN using last year's login credentials. Follow the directions within the box below.

1 Get Started 2 Select Options 3 Provide Details 4 Review 5 Make Payment

RETURNING PARTICIPANTS: log in first!

Note: To bring back your team from last year, you must be signed in. Forgot Password?

* Enter a team name here:

Teammate Recruitment Goal:

Team Fundraising Goal:

NEXT STEP

RETURNING PARTICIPANTS: log in first!

Note: To bring back your team from last year, you must be signed in. Forgot Password?

CREATING A TEAM

YOUR TEAM PAGE

You can personalize your team page with a photo or video, and any information you'd like to share on your team's participation in Obliteride. This is also where your team fundraising goal appears, where you can see who has donated to your team, the progress of your team members and more.

You can manage your team page through the **Participant Center**. To access your participant center go to obliteride.org and click on the **LOGIN** link in the upper right corner.

Click on **TEAM PAGE**

1. Customize the body of your message:
In the text box under **Body** you can personalize the body message. Some questions to help:

- Who is on your team?
- Why is your team riding?
- How has cancer impacted those on your team and what does cancer research mean to you and your team?

2. Upload a photo:

Click on **Browse**
Your team photo must be in a .jpg, .gif, or .png format. The image must be under 512kb in size. If you encounter any issues, send your photo and team name to info@obliteride.org and we will help.

3. Change your URL:

Click on **URL Settings**

- Changing your URL is optional. It is helpful to make a custom URL if you are sending out letters or printed materials.
- Enter a custom name in the box. Make it something easy to remember so you can send it out in your donation requests.
- Your new URL will be <http://getinvolved.fhrc.org/goto/yourcustomurl>

The screenshot shows the 'EDIT MY TEAM PAGE (VIEW TEAM PAGE)' interface. At the top, there's a navigation bar with 'Home', 'Email', 'Fundraising Progress', 'Personal Page', 'Team Page', and 'Resources'. Below that, the 'Team Captain' and 'Team Obliteride' are listed. The main content area is titled 'EDIT MY TEAM PAGE (VIEW TEAM PAGE)'. It includes a 'Team Page URL' field with a 'URL Settings' link. The 'Body' text area is highlighted with a red arrow. Below it is a rich text editor with various formatting options. The 'Photo' section has a 'Browse...' button highlighted with a yellow arrow. On the right side, there's a 'Team Name' field with 'TEAM OBLITERIDE' and a 'Recruiting Goal' field with '0'. There are several buttons: 'CHANGE TEAM STATUS', 'DOWNLOAD THE OFFLINE DONATION FORM', 'CONTACT US WITH QUESTIONS', and 'DOWNLOAD TEAM ROSTER'. At the bottom right, there's a 'Share on Facebook' button.

EDIT MY TEAM PAGE (VIEW TEAM PAGE)

The screenshot shows the 'URL Settings' dialog box. It has a 'Team Page URL' field with a 'URL Settings' link highlighted by a blue arrow. The URL is <http://getinvolved.fhrc.org/goto/>. There are 'Cancel' and 'Save' buttons.



Helpful Tip: Customize even further by using a bitly (a URL shortening tool)

- Go to bitly.com
- Copy the URL link from the top of your fundraising page
- Paste it into the box

MANAGING YOUR TEAM

It's easy to check on your team's fundraising, see who is on your team, and track their individual fundraising progress. To do this simply:

Click on **FUNDRAISING PROGRESS** ←

1. **Set your team fundraising goal*** - aim high! You can update your team goal any time!

- Click on **TEAM** on the right hand side in orange →
- In the middle of the page you will see team goal. Click on **change** ←

*Remember that each individual on your team still needs to meet their respective fundraising commitment.

2. **See team donations** ←

At the bottom of the page you can see all team donations, but not those directed to a specific rider. Team donations can be divided among team participants in September. You can also download this list which will help when it is time to divide up your team donations to individual riders.

3. **Download your team roster** →

See all members of your team and their contact information.

4. **Check your team's fundraising progress**, go to Obliteride.org and search for your team. Once you find your team, choose **View Team Roster**. You will see a list of members of the team, their distance and fundraising progress.

Check often and connect with members who might need fundraising support.



WELCOME OBLITERIDE · UPDATE EMAILS I RECEIVE · EVENT DETAILS · LOGOUT

Home Email Fundraising Progress Team Page Resources

Team Captain · Team Obliteride

TEAM REPORT

TEAM FUNDRAISING PROGRESS

Team has raised: \$0.00 Team goal (change): \$227

Top 10 Donors across Team

CHANGE TEAM STATUS

DOWNLOAD THE OFFLINE DONATION FORM

CONTACT US WITH QUESTIONS

DOWNLOAD TEAM ROSTER

Team-Specific Donation History

Donor	Amount	Notes	Date
No donations found.			

Share on Facebook

Share on Twitter

RECRUIT NOW!

Now it's time to recruit riders to your team! The more riders you have, the more fun it will be! Recruit 30 or more riders and get special recognition onsite at Obliteride.

HOW TO RECRUIT

Think about everyone you know and ask them to join you to help cure cancer faster. Remember, a teammate can be a rider, volunteer, or virtual rider. Everyone can participate! Here are some places and ideas to help you start recruiting your team:

- If you are part of a community center or social group we can outfit you with collateral or come and talk about Obliteride on your behalf.
- Connect with those who have been touched by cancer and want to get involved.
- Promote your team in your local paper, at stores, coffee shops and gyms.
- Use your coupons! Team Captains are given 5 coupons for rookie riders for \$100 towards their fundraising.

RIDER PROMOTIONS

When you are out recruiting people, tell them about the following promotions.

- Survivors: save \$50 on registration. Enter SURVIVOR17 in the registration discount code field.
- Returning riders: register by 5/5/2017 and save \$50. Enter RIDER16 in the discount code field.
- Returning riders who are also survivors: register by 5/5/2017 and save \$100 on registration. Enter SURIDER16 in the discount code field.

COMPANY TEAMS

- Tell your corporate leaders about Obliteride. Obliteride's a fantastic way to build team spirit, demonstrate community leadership and connect employees around something meaningful. Look in your participant center for an email/letter you can send to raise interest. Also ask whether the company might help cover registration fees, kick start fundraising and/or match employee donations.
- If the company is looking to stand out in the community or is interested in engaging a team email melissa@obliteride.org.
- Organize a "Lunch and Learn" at your place of work. Obliteride staff will show up with pizza, Obliteride information and inspiring stories to rally get your team.
- Use internal communication channels such as your intranet, newsletters, and lunchroom bullet boards to send out information company-wide. Include the names of people riding, your inspiration for doing so and a URL for people to support the team's fundraising.

CORPORATE TEAM PACKAGES

A corporate team package is a great way to support employees riding together in Obliteride. For a donation of \$10,000, a company funds 15 riders, riding any distance. This donation covers both registration fees and fundraising minimums. For more information, contact Melissa Opland at meslissa@obliteride.org or call 206.667.1338.

HELP YOUR TEAM

Part of being a Team Captain is supporting teammates in their Obliteride experience—the training, education, fundraising, riding and celebration. It’s also about what it means to be a part of helping to cure cancer. Here are some pointers on how to be a stellar team captain.

How to help your team members

- **Welcome each new rider:** you’ll get an email alert each time someone registers for your team. Use this opportunity to say hi, ask how you can help and to learn about what’s inspiring them to ride.
- **Be in touch, stay in touch:** communicate with your team regularly. Share your own thoughts, cheer them on and help your teammates digest the information we’re sharing with you.
- **Track fundraising progress:** promote successes and send out gentle reminders, if needed. Tip: our goal is to raise as much money as possible for cancer research and starting early will make it easier to hit your goal.

CELEBRATING

Obliteride is also a time to remember and celebrate. That’s what makes it such an awesome weekend. It’s not just about the ride- it’s about celebrating how far we’ve come together finding better cures, diagnostics and healing.

Here’s a weekend schedule to keep in mind

Friday night Kickoff

August 11, 2017 at Gas Works Park

This party is free for each registered adult (ages18+) riders and his/her guest.

Saturday night 2-day rider party

August 12, 2017 at Tollefson Plaza, Tacoma

The two-day riders finish day 1 here and party.

Sunday finish line party

August 13, 2017 at Gas Works Park

All riders celebrate at the Finish Line together.

Your friends and family are invited to join us!

If there are any questions you can’t answer, visit our FAQ page and then contact us at info@obliteride.org or call 206.667.RIDE (7433). We’re here to help!

MAKE THE ASK!

Thank you for committing to support cancer research at Fred Hutch, and for asking others to do the same.

FUNDRAISING

Team vs. individuals

- Fundraising minimums are per individual rider. Each individual rider is responsible for their personal fundraising commitment. If you decide to fundraise as a team, all donations must go to the team page and can be divided among the team members after the fundraising deadline. Only donations that go to the “team” page can be divided among the riders. Donations made to individuals must remain within the “individuals” fundraising.
- Donations can be made to teams or individuals online. Checks are preferred for team-designated donations to be distributed to individual team members to help them meet their individual commitment. An online credit card donation can be distributed from the team donations to an individual Rider, but only in its entirety. Thus, when someone wants to donate to your team, please request it in the form of a check

* Please note: Individual fundraising recognition (e.g. Pacesetter and Hi-5 status) are calculated by individual, not team, fundraising efforts. Team donations cannot be used towards pacesetter or High 5 incentives.

DISTRIBUTING TEAM FUNDS

Team captains are the only ones who can designate how team donations are distributed among riders. Team captains with riders who have not met their minimums should contact us at info@obliteride.org before the fundraising deadline to discuss how to handle any team funds. As we’re all here to fund research, we encourage individuals to reach as high as they can, and most want to, so please follow the suggestions below to help raise as much money as possible:

1. Please check with all riders who have not finished their fundraising to see if they are planning on completing their minimums themselves.
2. Encourage the rider to try to get a few more donations before the fundraising deadline.
3. Give an incentive to receive team funds. For example, tell them that if they raise “\$150 more” or “20% more”, you will match their efforts with team funds.
4. Remind riders to follow up on any matching donations.

If, as the captain, you decide to distribute team funds to individuals, simply download a list of all team donations from your Participant Center and use the excel to note which team member to distribute the funds. Send this list to info@obliteride.org.

IDEAS FOR FUNDRAISERS

Below are fundraising tips and ideas for raising the most you can for cancer research!

Obliteride can provide items you can use for your fundraiser. Contact info@obliteride.org and request to borrow these items at least two weeks in advance. Items include an Obliteride branded tablecloth, collateral, stickers, Fred Hutch information and donation forms. We can also provide a tent or pole flags for outdoor events. All items need to be picked up at and returned to the Obliteride office. Items are available on a first come, first served basis.

COLLECTING DONATIONS

One important thing to consider is how you'll accept donations at the fundraiser—after all, that's the goal! It's always easier to ask people to give directly on the website. Here's how to do this when you're out and about.

1. Set up a laptop*
2. Have people donate on their phones/ devices

**Quick note: make sure that you "log out" each participant before the next donor makes their donation.*

If you choose to accept cash and check donations during a fundraiser, please complete the Offline donation form found in your Participant Center. If it's a team event, please complete the Team fundraising Distribution Form, included at the end of this packet, so each person is properly credited. Email us at info@obliteride.org if you need any additional forms.

EVENT IDEAS

- Cook-off: chili, lasagna, desserts—you name it! Challenge people to bring their best, sell tickets to the tasting and voila! People have fun, eat and raise a bunch of money!
- Gym or Yoga class: ask your favorite studio or gym to hold a fundraising class for you. People pay typical class fees and the money goes to your fundraising effort.
- Wine Tasting: contact a local winery and ask if they will donate their space for a fundraiser. Charge participants a fee for the wine tasting.
- Silent Auction: procure items and find a location that will donate space.
- Garage Sale
- Bake Sale
- Office Casual Day
- Sports Challenge

THANKING YOUR DONORS

Thanking your donors is one of the most important ways to get the word out about Fred Hutch, celebrate your achievement and secure donations in future years.

Being thanked is like a second opportunity for your donor to enjoy the contribution he/she has made to cancer research. It only takes a second and is so important.

TEAM JERSEYS

BRAND YOUR TEAM!

Big or small, company or family, your team can all show their Obliteride spirit while also looking like a team.

One surefire way to look uniform is to design a custom jersey. The key here is to start early. Design, production and delivery can take a while, so plan ahead. Here's how to get started.

You can work with our jersey partner, Voler, or any other jersey maker you choose. Here's the info for working with Voler:

Start by emailing sales@voler.com or calling 800.488.6537. A minimum order of 15 jerseys is required for full custom orders. A semi-custom option is available for smaller quantities.

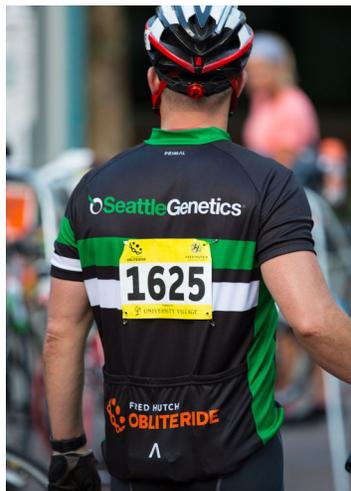
You can deck out your custom jersey with some Obliteride branding. Voler has all of our logos, so just let them know you want to add Obliteride to your jersey. Contact Voler as soon as you know you're creating a jersey to schedule a production in time for Obliteride.

If you choose to work with another vendor, shoot us an email at info@obliteride.org and we'll send over logos and brand guidelines so you can rock the Obliteride look.

When you use Obliteride artwork, we ask for an opportunity to review and approve your jersey design before you go into production.

Beyond jerseys, we've also seen people build team unity with t-shirts, hats, arm warmers, bandanas, bike decorations and more. Be creative, have fun and make Obliteride your own!

Examples of full custom jerseys.



Examples of the semi-custom jersey with Obliteride branded elements on sleeves and back pocket.

TRAINING

...as in biking before Obliteride weekend.

Some of riders train all year and some ride once a year—at Obliteride. Think about getting comfortable on the bike for 25 miles or two days. Here are a couple ways to get prepared.

- Organize training rides with your teammates, or join one of the many free training rides in the community. Training as a team does so much for deepening friendships, building confidence and collecting stories. It's also a great way to cover some new terrain.
- Join the Rider Buddy Training Series led by one of our veteran Obliteriders. This series is designed for all rider types and for all distances. Find more information on our website at obliteride.org/riders/training-tips
- Cascade Bicycle Club offers daily rides and training programs for all types of riders across the puget sound. cascade.org

BIKE SHOP GROUP RIDES

These shops often lead rides right from their stores. Check out their websites or stores for the latest schedule.

- Element Cycles hosts weekly group rides from their store in Redmond elementcycles.net
- Classic Cycles on Bainbridge Island hosts weekly rides, Sundays at 9 a.m. classiccycleus.com
- Velo Bike in downtown Seattle hosts weekly rides, Sundays at 8 a.m. velobikeshop.com
- West Seattle Cyclery hosts weekly rides, Thursday evenings at 6:30 p.m.; 1-2 hour rides depending on daylight and weather westseattlecyclery.com



Please watch our safety video: scroll to the bottom of the page at obliteride.org/news-and-info/tools



Safety is our top priority during Obliteride weekend. As a cyclist on a road in WA state, you must follow all Washington state rules of the road. You can review the rules at <http://wabikes.org/growing-bicycling/washington-bike-laws/>.

Here are some key elements:

- **Wear a helmet at all times.**
- **Stop at all stop signs and stop lights.** In Washington, bicyclists enjoy the same rights as motorists. Obey all traffic laws and posted speed limits.
- **Ride on the right; pass on the left; and call-out when passing.** Always leave room for others to pass on your left and use phrases such as “on your left” or “passing on left” when passing another rider.
- Never cross the centerline.
- Use hand signals and call out turns, obstacles and debris on the road.
- **Ride single file or two abreast when conditions permit.** Single file is the safest position. Keep in mind that riding two abreast while going uphill means faster riders must ride three abreast in order to pass slower riders. On narrower roads, passing as the third abreast may cause hazardous conditions as vehicles pass riders, pull out of driveways, or are oncoming. Remember, never cross the centerline.
- **Headphones, iPods and radios are strictly prohibited while riding.**
- Please **use caution at all times when stopping.** Move off of the roadway and alert riders behind to your plans. Check to see that no bicycles or vehicles are directly behind you when stopping and stop at the right edge of the roadway and immediately move to the shoulder. Stay clear of the roadway to make repairs, rest, talk to others, etc. Avoid stopping at the crest of a hill or on a curve.
- **Give others sufficient room when passing and be a predictable rider.** Don't keep other riders and vehicles guessing your next move. A predictable rider is a safe rider. Allow vehicles to pass and call-out “car back” when appropriate.
- **Be considerate.** The bicycling skills of participants range from beginner to expert. Each rider must look out for his/herself and be aware of what the other cyclists around them are doing at all times.
- Always **cooperate with Obliteride officials and law enforcement personnel.** They will be present at busy intersections – obey their signals.
- **Stay on the marked route.** Our routes are designed and marked for your safety. Support services are only available to you if you are on the route.
- **Give the right-of-way to emergency vehicles.** Pull to the right and stop if you hear a siren.
- **Watch for railroad tracks** and cross them at right angles. Look for other riders and let those behind you know of your intentions. Use extreme caution when crossing railroad tracks.

IMPORTANT DATES AND DEADLINES

Returning rider discount

Returning riders have until May 5, 2017 to receive \$50 off their registration by using RIDER16 in the registration promo code at the beginning of the registration process. Past riders who are survivors can get \$100 off by using the code SURIDER16.

Special promotion for year 5

100-mile riders must register AND complete their fundraising minimum of \$250* by May 5, 2017.

**You must register and raise \$250 by May 5, 2017 to redeem this special offer; fundraising minimum increases to \$1,000 after May 5, 2017.*

Last day to drop ride or lower distance and fundraising minimum: July 15, 2017.

Fundraising deadline: September 15, 2017.

Doing your own fundraiser?

Let us know if you have a fundraising event you would like us to promote. Email us your event description, date, time and any other information at info@obliteride.org

Fundraising Incentives:

Pacesetter Program: Raise \$2,000 by August 7, 2017 to receive:

- Recognition on your bib to proudly wear during the ride
- Special access in the beer line throughout the weekend
- A sweet Obliteride branded item...to remain a surprise

High 5 Club: In addition to the pacesetter benefits, raise \$5,000 to receive a special edition jersey and get two extra tickets to the kickoff party on Friday, August 11 for each \$5,000 raised. Donations must be received by June 29, 2017 to be guaranteed jersey by Obliteride weekend..

View other dates at obliteride.org/events.

RESOURCES

You can find almost anything you need on our website, [Obliteride.org](http://obliteride.org). If you are unable to locate what you need, email us at info@obliteride.org.

Fundraising tips and 101 kit
<http://obliteride.org/riders/fundraising-tips>

Training information and rides
<http://obliteride.org/riders/training-tips>

Rider safety tips
<http://obliteride.org/riders/safety>

Logos and brand guidelines
<http://obliteride.org/news-and-info/tools>

FAQ
<http://obliteride.org/news-and-info/faq>

You can find other materials such as videos you can share, printable posters and more at <http://obliteride.org/news-and-info/tools>.

Team Donation Distribution Form



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

Team Name: _____ Total amount of cash: \$ _____

Team Captain: _____ Total amount of checks: \$ _____

Email: _____ Total amount of credit cards: \$ _____

Phone: _____ Grand total enclosed: \$ _____

	Donation From	\$ Amount	To: Participant Name
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

Make Checks Payable to Fred Hutch Obliteride. Please send or bring this form with your donations to:

Mailing address:
Fred Hutch Obliteride
1100 Fariview Ave N., J5-200
Seattle, WA 98109

Street address:
Fred Hutch Obliteride
823 Yale Ave N.
Seattle, WA 98109

Questions?
info@obliteride.org
206.667.RIDE (7433)