



THE PRINCESS MARGARET  
**RIDE**  
TO CONQUER CANCER®

# Team Captains' Guide

Everything you need to lead your team through the Ride.



# From Our Team to Yours: Welcome

Thank you for joining the Ride to Conquer Cancer as a Team Captain. We appreciate your commitment to raising funds for life-saving cancer research. You're helping The Princess Margaret transform patients' lives here in Canada and around the world.

Whether it's your first time as a Captain or you need a refresher, this guide is here to help. It contains everything you need to know to build, guide and lead your team to an epic Ride weekend.

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Like any other guidebook, just scan for topics and tips you need or are interested in.

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# Meet the Ride Team

The passionate, dedicated people you see below make the Ride possible every year. They're here to help Captains and Riders navigate the process of registering and fundraising for the Ride.



**Steve Merker,**  
VP, Corporate and  
Community Partnerships



**Ryan Baillie,**  
Associate VP, Cycling Events



**Matt Dipasquale,**  
Sr. Manager,  
Participant Experience



**Hyo-Eun Shin,**  
Manager, Event Operations



**Alyssa Park,**  
Senior Event Coordinator



**Steven McInnis,**  
Event Participant Coordinator



**Candace Oiegar,**  
Event Participant Coordinator



**Sydney Wade,**  
Event Participant Coordinator

## Want an overview of the resources available or help setting goals?

Reach out to the team and we can arrange an information session for you.

**Email:** [rideguides@thepmcf.ca](mailto:rideguides@thepmcf.ca) | **Phone:** 1-877-699-BIKE [2453]

# Quick Tips for Getting Started

1

Openly share your connection to the cause and lead by example to engage and inspire your team and potential donors with your vision and story.

2

Recruit a Co-Captain who can help manage some tasks for team success.

3

Promote the Ride everywhere — from your Zoom background to talking in the breakroom.

4

Create a team social media page to post updates, grow your team, host events, and get more support.

5

Be ready to answer questions to help newcomers with bike queries and inspire confidence in riding.



# All About Fundraising

The Ride is Canada's largest and most impactful cycling fundraiser that directly supports life-saving cancer research at The Princess Margaret. Every dollar raised accelerates research breakthroughs and changes outcomes for cancer patients here in Canada and around the world.

To make fundraising easier, we've created a comprehensive [Fundraising Guide](#).

## Fundraising Tips:

- Upload pictures to your personal and team pages and encourage your team to do the same.
- Make your team and personal fundraising pages shine by adding your story and encouraging your team to do so too.
- Set realistic goals, then break them into smaller milestones to stay motivated.
- Identify and secure your top donors so new Riders and supporters will be motivated to join or support your team.
- Plan follow-ups to keep donors up to date with your progress and any breakthroughs in cancer research.
- Share how the funds raised support vital cancer research and care (learn more [here](#)).
- Embrace “no” and encourage your team to view rejection as part of the process — keep reaching out.
- Share the wealth: if you exceed your fundraising goal, consider sharing excess funds with teammates further from theirs.
- Reach out to your biggest donors first and use them to help tailor your approach.
- Host collaborative fundraisers like paint nights, fantasy sports pools, and parties to spark conversations and boost donations.
- Look for promotions to double donations and encourage others to participate.



**Remind your team that “yes” happens more often than they think — keep the momentum going!**

# Take Advantage of Our Fundraising Promotions

The Ride team launches several fundraising campaigns leading up to the event to help you achieve and exceed your fundraising goals. Visit our [Promotions page](#) to see what's on now.

## Refer, Raise & Ride

The Refer, Raise & Ride program helps you grow your team and boost your fundraising. It's available all year round for you and your teammates to help us expand the Ride community.

### How it works:

1. Ask friends, family, and colleagues to join you
2. Tell them to enter your name when they register
3. Once you've both raised \$150, you'll both receive a \$50 fundraising credit

## Match Campaigns

Match campaigns are where generous donors offer to match donations that our Riders receive that meet the specific requirements. These campaigns usually run for a few days at a time, sporadically throughout the fundraising period.

### How it works:

1. Promote the match campaign by sharing how the company is matching donations and include the minimum amount required
2. If donations meet the requirements, they'll be automatically doubled, and you'll see it on your fundraising page

## Workplace Giving

More and more employers are supporting the philanthropic efforts of their employees through company-giving programs and donation-matching programs. Some even extend these offers to spouses and retirees.

### How to start:

1. Check with the HR team to see if your company offers a similar program and tell your teammates to do the same
2. If applicable, ask your partner to check with their HR team to see if their company offers a company-giving program
3. If you secure one, let your donors know that their donations will be boosted thanks to the company supporting you



# Meet the Ambassador Program

We have four Ambassador levels to celebrate Riders who go above and beyond in fundraising and recruiting new Riders. All Ambassadors will receive a special badge and more swag in their Ride Kit to highlight their commitment to the cause.



## Platinum

\$20,000 raised personally or Team Captains who recruit 20+ Riders who raise at least the minimum.

## Gold

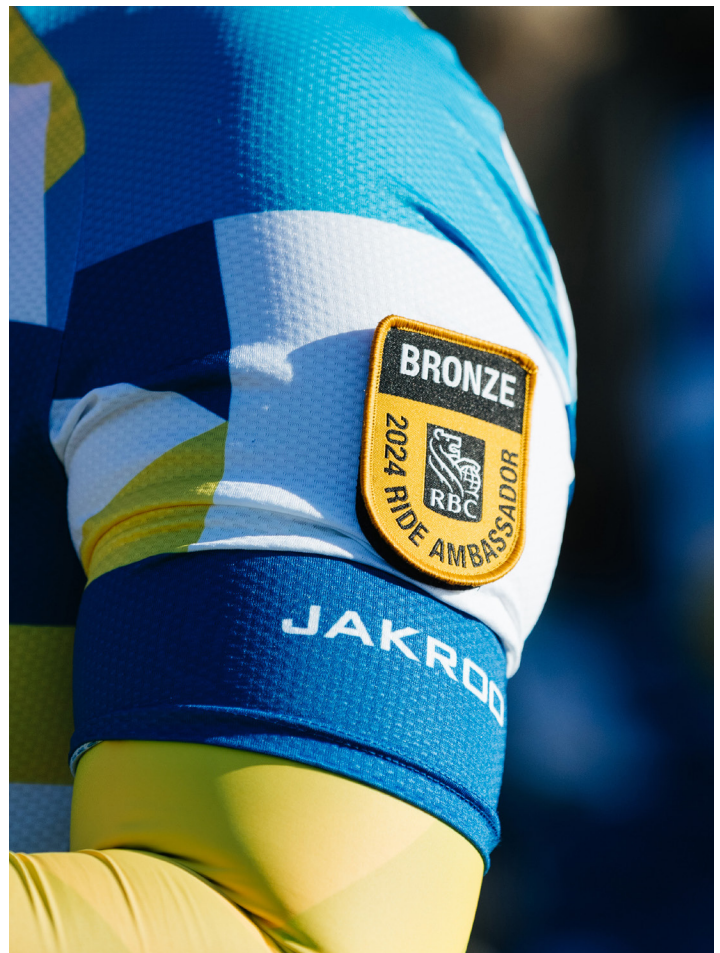
\$12,500 raised personally or Team Captains who recruit 12+ Riders who raise at least the minimum.

## Silver

\$7,500 raised personally or Team Captains who recruit 8+ Riders who raise at least the minimum.

## Bronze

\$5,000 raised personally or Team Captains who recruit 5+ Riders who raise at least the minimum.



# Training

As a Team Captain, you probably know how to train for the Ride, but your teammates may have different cycling experience levels. We recommend organizing some training sessions so you and the more experienced cyclists can help everyone prepare and build team spirit.

**Pro tip:** Check out our [Training and Fuelling Guide](#) and share it with your team. It includes a full beginner's cycling plan created by an Endurance Coach, Paolina Allen, and great nutrition tips from a Cycling Coach, Andrew Randell.

## Tips from Experienced Team Captains:

### Training and Preparation

- Communicate training days early so everyone can plan.
- Share training-ride planning duties with other leaders on your team.
- Aim for team training 2 – 3 times a week.
- Host a clinic to help new cyclists become familiar with their bikes.
- Pair novice Riders with a seasoned cyclist.
- Encourage winter activity; indoor spin classes can substitute for outdoor rides.

### Training Structure

- Host “Simulation Saturdays” with gradual distance increases, leading to a final 100 km rehearsal.
- Remind everyone that even short or easy rides build tolerance.
- The week before the Ride, go easy and reduce the distance to save your legs for the event.

### Team Spirit and Safety

- It's a ride, not a race; reaching high speeds or finishing first isn't necessary.
- Remind more skilled cyclists to be careful and safe, as they'll be sharing the route with inexperienced Riders.
- Have fun with tailgate parties, selfies, Ride reflections, and group discussions.
- Inspire your team regularly; training benefits both body and mind.

### Ride Weekend

- Consider waiting for each other at the last pitstop or about 1 km out, so you can ride across the finish line together.
- Encourage a buddy system or cyclists of the same levels to stick together and check in on each other



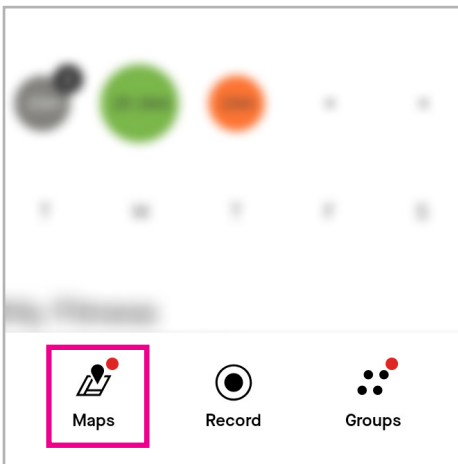


# Use Strava for Training and Tracking

Strava is an excellent free tool for connecting with your teammates, keeping track of your training, sharing progress updates and more.

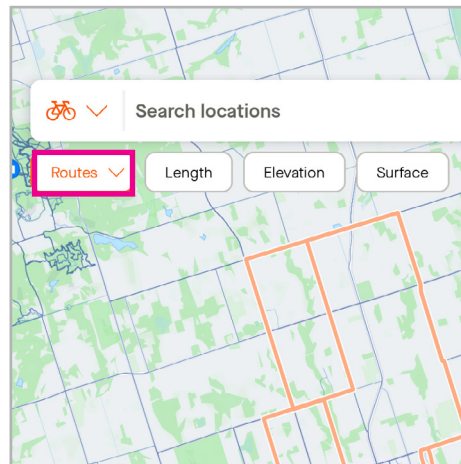
**Pro tip:** Join [The Princess Margaret Ride to Conquer Cancer Strava Club](#) to stay up to date on club events and get some Ride inspiration.

## How to Find Routes in Your Area:



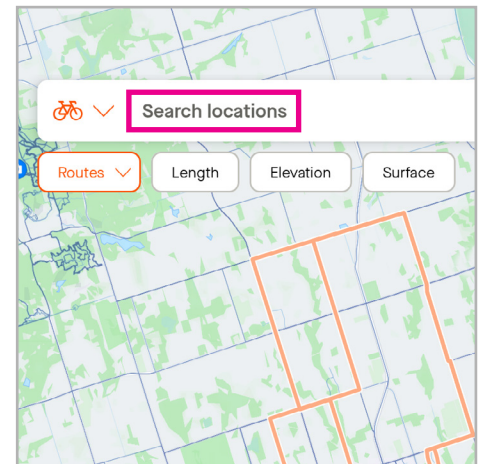
### Step 1

Select “Maps” from the bottom navigation menu



### Step 2

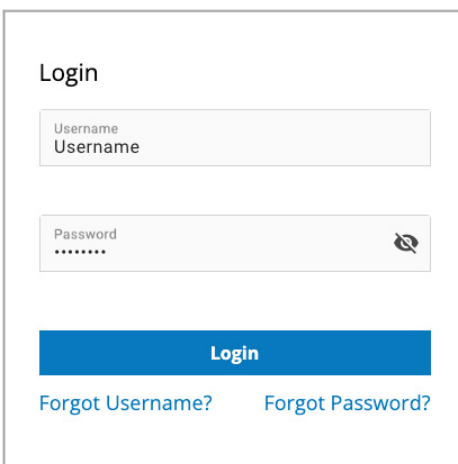
Tap “Routes” (Strava will default to using your current location as a starting point)



### Step 3

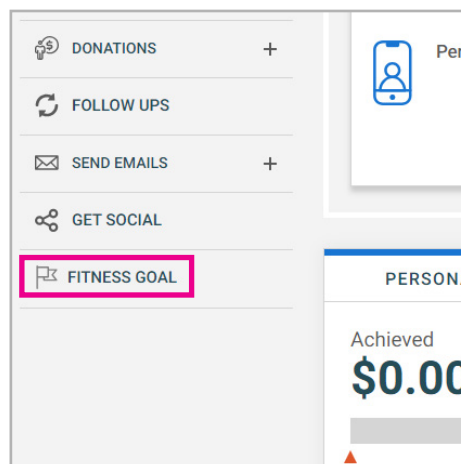
To change your location, tap the “search bar” above or long-press on the map to drop a pin at a new location

## How to Link Strava to Your Fundraising Page:



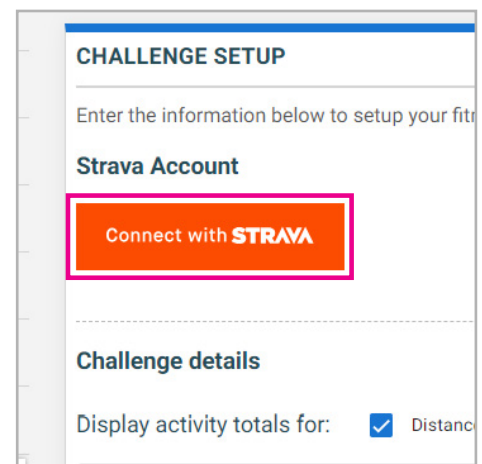
### Step 1

Log into the [Participant Centre](#)



### Step 2

Click “Fitness Goal”



### Step 3

Click “Connect with Strava”

# Preparing for the Ride

Ride weekend involves quite a few important elements, so we've put together a [Ride 101 Guide](#) that contains everything you need to know.

Your team may have questions beyond what's covered in Ride 101, so it's important to consider the following, and communicate the information clearly to everyone.

- Should they come to you with questions?
- How do you prefer they contact you?
- Should they depend on you for updates, or should they rely on Ride emails?

**Note:** For details, like timing and locations, please visit our Event Details page for the most up-to-date information.

# Keeping Your Team United

As the Team Captain, it's important to start succession planning and this year's event weekend is a perfect time to start.

Ask yourself, *"Can your team thrive without your leadership?"* then start reflecting on how this year went. Consider reaching out to your teammates now about your goals for next year.

Here are some tips to keep your team intact until the next Ride:

- Catch your teammates while they're on a high from the weekend and encourage them to re-register before they head home.
- Show them how to take advantage of the very enticing on-site registration offers typically provided by the Ride team.
- Keep your team's legacy relevant by understanding your new teammates' motivation for riding—this will help create a deeper connection to the Ride.
- Ask your new teammates to share their positive Ride experiences within their network to bring in a new wave of Riders. It might not cross their mind to help you recruit unless you ask!
- Look to the more experienced members of your team or previous captains for advice.
- Be comfortable delegating, so that new, emerging leaders can demonstrate their capacity for taking over as captain.



# More Resources at Your Fingertips

Click the links below to check out our other guidebooks:

[Ride 101 Guide](#)

[Fundraising Guide](#)

[Training & Fuelling Guide](#)



**Remember, the Ride Team is always here to help!**

Visit our [FAQ page](#) to find answers or contact us directly and we'll respond as soon as we can.

**Email:** [rideguides@thepmcf.ca](mailto:rideguides@thepmcf.ca) | **Phone:** 1-877-699-BIKE [2453]

