

# Go Team!

## 2015 New York Ride & Retreat Team Captain's Guide



### Welcome to the NY Ride & Retreat!

We are thrilled that you've joined us in what's proven to be an incredible weekend and memorable adventure riding through the Berkshires and Hudson Valley. It's said that greatness is often reflected by those involved, and we're so proud to have you, someone who embodies the ideals and visions of what Hazon and this ride is all about, as a team leader. The next step is creating your team of individuals (ie. friends, family, colleagues, etc.) who embody the giving, cooperative, friendly, and dedicated ideals of this special holiday weekend together. This Team Captain's Guide can help you get your team off the ground and onto the bike saddle. Of course, please be in touch if you have any questions or just need some inspiration.

### Why Start A Team?

The New York Ride & Retreat can be a wonderful time for anyone, but sharing it with the people you care about can make it all the more special. There are four of the many benefits to bringing a team to Isabella Freedman.

- **Team Training** – Anyone can ride in the New York Ride & Retreat. With that said, we strongly encourage all riders to actively train. While you can train by yourself, it can be more enjoyable and productive to train with others. Not only will training in a group be socially rewarding, it will also help prepare you for the Ride, and the encouragement from those around you will help push you further.
- **Team Fundraising** – Each participant commits to a minimum fundraising amount in support of Hazon, to create a healthier and more sustainable world. Teams can solicit funds for the team itself, which can be distributed to any members who need a bit of extra support. Team members who raise above the minimum can transfer extra funds to other team members.
- **Team Socializing** – With over 200 people attending the New York Ride & Retreat, it can be easier to form a community by meeting some folks before the Ride even starts! The cohesion of your team community will help spread a communal feel to the entire weekend.
- **Spreading the Cause** – Support innovative Jewish causes, sustainability initiatives, and environmental organizations by forming a team. Through recruiting friends and family, soliciting donors, and publicizing the Ride & Retreat, you can help bring others into this important and growing community of people who are making a difference!



## So, How Do I Get Started?

Now that you've read and learned about the excitement, community, physical benefits, and fundraising benefits that accompany starting or joining a team, you're ready to get started! Starting a team is easy.

### 1. Register for the 2015 New York Ride & Retreat

- a. [www.hazon.org/nyride/register](http://www.hazon.org/nyride/register)
- b. Click "Start a team" and name it when registering
- c. Use the discount code "captain" for 50% off!
- d. To be considered an official team, you need at least three other individuals from your institution.

### 2. Invite your friends

- a. Recruit new teammates from your JCC, synagogue, office, family, professional networks, volunteer organization, camp, and more.
- b. Meet friends in person, host an event, or give them a call. Explain to your friends and family why you're participating and recruiting for Hazon. Your enthusiasm will go a long way.
- c. Spread the word further: distribute our postcards and posters, involve your synagogue rabbi to publicize the Ride & Retreat, and write an article for the local paper.

### 3. Help your new teammates register

- a. To join your team, they should select whichever housing they prefer and then "Click here to join an existing team." Search for the team name and click "Join." Once registration is complete, your team will have gained another member!

### 4. Start fundraising

- a. Getting your fundraising off to a good start will help others see that you are dedicated to the cause. The longer you give yourself to fundraise, the more successful you will be. Customize your web page with photos and personalized text, then email out the link asking for sponsorship of your Ride.
- b. You can customize the team fundraising page to improve the experience for donors who want to support the entire team. As captain, you will be notified when someone joins your team and you can email your team with updates.

### 5. Host a team event

- a. Now that you've gathered a team, plan to host a social event at someone's home, or a communal space, like a park or bar. Build community before the Ride & Retreat even starts.
- b. Organize a triple-threat event – social event, training session, and fundraiser. One idea: a fundraising spin class for your team.

### 6. Plan or join a team training ride

- a. Sign up for one of Hazon's free summer rides, or plan your own! Group riding is different than solo riding, and it's important to train as a group. Who better than with your team?

#### Institutional Grants

*Are you bringing a team connected to an institution?*

Staff members from your organization will have a shared transformative experience in a creative and welcoming Jewish setting. Bring four or more riders and Hazon will help your organization fund a project in line with our mission, with a **minimum grant of \$1,000**. For each rider over four, an additional \$100 is awarded. Beyond that, another 20% of the fundraising above the minimum required for each rider will be added to the total grant.

**Help us help you!** Supporting your initiatives is one of the ways in which Hazon seeks to create a healthier and more sustainable world!

[www.hazon.org/partnership-grants](http://www.hazon.org/partnership-grants)

We are looking forward to riding, laughing, learning, and celebrating with you on the New York Ride & Retreat!

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