OBLITERIDE 2018
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.

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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 participate in Obliteride 2018. As you well know, Obliteride is so much more than just a bike ride and a 5K walk. It’s a time to remember, celebrate, hope, heal and cure.

This Team Captain Kit is designed to help you recruit riders and walkers in addition to understanding how a team works.

If you have any questions please contact your Team Captain Concierge, Meg Zapalowski at mzapalow@fredhutch.org or 206.667.5770 and she can help.

Fred Hutch
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
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 and walk together in support of the shared mission to cure cancer faster.

Obliteride started in 2013 and has raised over $12 million dollars for cancer research. Visit the Obliteride blog obliteratorideblog.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 and adult walker have 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 Obliteriders [e.g. “off-site” participants] 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. All walkers walk the same distance.

How does the website help me with my team?
Each Obliteride participant gets a personal page on the Obliteride website that can be shared with donors for fundraising. 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.

How many team captains can you have?
You can have up to two co-captains. However, only one captain can start a team. It is not required to have co-captains for all teams. Once the captain has created the team and the co-captain has registered, you can contact Meg Zapalowski at mzapalow@fredhutch.org and request the co-captain be added.

Are there any perks for forming a team?
Absolutely! Teams that have 30 riders registered by July 25th at noon will receive a special flag with their team name printed on it at the Finish Line. We also have our new rider recruit bonus. For every five riders on your team, receive ONE entry for a brand new Obliterider to ride the 50 mi or 100 mi ride with only a $500 fundraising minimum. More details on our Team Incentives can be found on our website under Incentives.

If you have any questions, reference our FAQs on our website at obliteride.org. If you don’t find the information there, please contact Meg Zapalowski at mzapalow@fredhutch.org. She’s here to help!
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 meg@fredhutch.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 or 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 Donation Distribution Form, included at the end of this packet, so each person is properly credited. Email Meg at mzapalow@fredhutch.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 or Bake Sale

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.
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:
- Email sales@voler.com or call 800.488.6537
- A minimum order of 15 jerseys is required for full custom orders.
- A Custom Express option is available for quantities less than 15 jerseys

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 production in time for Obliteride.

If you choose to work with another vendor, send Meg Zapalowski an email at mzapalow@fredhutch.org, and she’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!
TRAINING & MATERIALS

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

Some of the riders and walkers train all year and some train only once a year—at Obliteride. Think about getting comfortable on the bike for 25 miles or walking for 5K. Here are a couple ways to get prepared.

- Organize training rides and walks with your teammates, or join one of the many free training rides and walking groups 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

- Cascade Bicycle Club [cascade.org] offers daily rides and training programs for all types of riders across the Puget Sound. The Seattle Walk Run [seattlewalkrun.com] organizes different walking distances specifically for training.

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

MATERIALS
We love to support our Team Captains and the members of their team with great communication that provides tips, tools and materials throughout your entire Obliteride experience. You can also check out your Participant Center for downloadable templates that will be sure to help you grow your team and meet your fundraising goals!
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: $ __________________

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

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

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

Questions?
mzapalow@fredhutch.org
206.667.5770