YSC TOUR DE PINK
TEAM HANDBOOK
WHY CREATE A TEAM?

Team fundraising is an excellent way to increase your donations – and have a lot of fun doing it. Create new friendships and strengthen old ones while raising money for an important cause.

Young Survival Coalition (YSC) invites you to join us as a team member – or captain – at this year's YSC Tour de Pink!

A team can be two people or 200; you’ll be amazed at how fast it grows! Teams can participate in honor or memory of a loved one, coworker or friend.

There is no better team-building experience than working together to meet both a physical commitment and a financial goal.

You’ll feel good knowing you are helping give young survivors access to support, resources and education.

**Ready to get started?**

Name your team.  
Decide on a team captain.  
Set your team goals.  
Create your page.  
Get out there!

THE THREE STEPS TO FORMING A SUCCESSFUL TEAM

1. Choose a team name
Your name is your identity for the next few months. Be funny, serious or silly. Sometimes the team is named after your company or someone you’d like to honor. Be creative!

2. Register the team captain
The easiest way to register for the YSC Tour de Pink is online at ysctourdepink.org. Signing up online is simple and allows you to start team building and fundraising immediately. Set both a personal and team fundraising goal. Once registered, all team captains and participants have access to their personalized fundraising website, which includes sample emails, an address book and the latest event updates. Team captains receive e-mail notifications when a new team member has registered.

3. Recruit Team Members to join you!

Forming a team is the easiest way to expand your fundraising network. Positive team energy is contagious. Prospective donors will be inspired by your combined commitment!
First Things First!
• Register your team online at yscourdepink.org
• New to the event? Pick a team name and spend a few minutes setting up your personal web page. Be creative!
• Start recruiting team members.

Next Steps:
• Develop your fundraising strategy.
• Reach out to family, co-workers, church members, civic clubs and friends and ask them to join your team.

The Basics:
• Host a team kick off event!
• Send out emails and letters to ask for pledges. Make sure that your team members are reaching out to different people - this can be a challenge when you are friends and/or coworkers!
• Check out all the fundraising tools on yscourdepink.org.

Get Fired up!
• Fundraise, fundraise, fundraise! Host one of the events listed in your fundraising guide.
• Continue regular communication with team members.
• Update personal fundraising pages with news and successes.
• Create a fan page on Facebook for your team.

The Big Day:
• Designate a time and place to meet.
• Take a team picture.

Wrap Up:
• Thank team members and donors for their support.
• Continue fundraising to reach your goal.
• Post event photos and a thank you message on your fundraising pages.

The memories – and friendships – you create with your YSC Tour de Pink team are just one of the many reasons to form a team today!
TEAM FUNDRAISING FAQS

Someone wants to donate to my team. To whom should he or she make out the check? Please make the check out to “Young Survival Coalition.” In the memo line, put a team member name and the team name, i.e., “John Smith – Team Name.”

Can people donate to a team and have it split amongst team members? You can submit a large donation check over the amount of $500 to be split among team members. However, YSC is unable to split online donations among various team members. If you would like to share an online donation with team members, please have the donor donate to each individual team member.

Does everyone on the team have to raise $2,500? We are allowing for team fundraising again this year! We encourage each team member to raise the minimum of $2,500. Teams are responsible for raising enough money to cover the minimum fundraising requirement for each team member. For example, if your team has four members riding all three days we ask that the team together raises $10,000 (4 * $2,500 = $10,000). When you send in your checks, please ask that they be credited to the appropriate person’s account on your donation log. For online donations, direct your donors to your team member’s participant page and provide the appropriate URL to make it simple. We cannot direct donations that have been made to your account to another person’s account after the donation has been made.

How many people can be part of a team? As long as you have two people, you have a team! We encourage you to recruit as many members as you can.

Can my team wear its own shirts and/or jerseys for the ride? Yes, we encourage you to show team spirit.

I registered as an individual rider, but now want to form (or join) a team. What do I do? Please email info@ysctourdepink.org, and we will get your team set up.

My employer would like to sponsor a team. What do I do? That’s great! Ask your employer how they would like to sponsor. Would they like to match your team fundraising contribution or become an event sponsor? For more information regarding sponsorship, please email info@ysctourdepink.org.

For more information regarding YSC Tour de Pink Team Fundraising, please email info@ysctourdepink.org.