



Bike to ***Build!***  
Habitat Ride  
*Honoring Chad Miller*

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**Building More Than Houses...Building Communities**



## 2010 Team Leader Guide

# Bike to *Build!* Team Leader Guide

This Team Leader Guide contains all the information you need to engage fellow cyclists, fundraise for HFHNCC, organize and motivate your team.

1. Register
2. Engage
3. Fundraise
4. Organize
5. Motivate + Recruit
6. Celebrate



Rev. Chad Miller

Welcome to Habitat for Humanity of New Castle County's 2010 Bike to *Build!* This annual cycling event benefits Habitat's homebuilding projects in the community. We are dedicating this year's ride to the late Rev. Chad Miller, who was Associate Pastor for Mission Outreach at Westminster Presbyterian Church in Wilmington until his untimely death last year.

Pastor Chad was passionately committed to serving God by helping those in need. He believed that the best help possible was "teaching people to fish, instead of giving them fish to eat." In that vein, he was a long-time Habitat volunteer and a strong proponent of the positive change brought about by Habitat's unique homeownership program. He also dedicated his considerable energies to engaging youth in mission outreach experiences.

This ride will help us honor the memory and spirit of Rev. Chad by supporting a cause to which he was deeply committed. We've built more than 150 homes in New Castle County over the last 24 years and hope that your participation in this year's event will help us raise the much needed funds to continue to Keep Building!

Riders can choose from a family friendly 12 mile ride or more experienced riders can choose a 25 or 50 mile ride along the scenic Northern Delaware Greenways Trail. Can't ride? You can still help raise money for Habitat! More details about the event and associated fundraising initiatives can be found inside this **Team Leader Guide**.

## Basics:

**Ride Date:** June 12, 2010

**Staggered Start Times:** 8:00 AM

All riders are asked to be present for the 8:00 AM start time.

**\*\*New Starting Location:**

Tubman-Garrett Riverfront Park

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# 1. Register



**Get started by creating your team webpage!**

- Visit Bike to Build! online at **[www.biketobuildde.org](http://www.biketobuildde.org)**
- Click **“Click Here to Register and Create Your Own Donor Page”** located on the right side of your screen.
- Register individually by clicking on **“LOGIN”** link on the left side of your screen.
- Click on the **REGISTER** button, which will take you through the steps to register yourself as an individual.
- To register for B2B select desired ride length and make a payment.
- To design your page click on the links around the page to personalize your homepage.
- Click on **MY TEAM** icon on right side of screen.
- Choose your Team Name and click **CREATE TEAM** icon.
- From here, as team captain, you can personalize your team page, promote the page and even thank your sponsors!



## 2. Engage

### Spread the Word:

- Newsletters, flyers, magazines, email, blogs, etc.
- Ask each team member to invite one more person
- Call friends likely to participate
- Organize a recruitment drive

### I will engage \_\_\_\_\_ Team Members

Choose two Assistant Team Leaders- - those who can help you stay organized and focused on the team.

**Name:** \_\_\_\_\_

**Job:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Job:** \_\_\_\_\_



## Consider these fundraising ideas to help your team reach its goal!

**Face-to Face** Ask potential donors for a few minutes of their time so that you can talk without interruptions. Inform your team of how contributions raised through Bike to *Build!* will be used and why your personal participation is important to you.

**Businesses You Patronize** Ask the places you frequent for a donation—such as your hair stylist, dry cleaner, doctor, gym, coffee shop, favorite restaurant, etc.

**Donor Amounts** Let your sponsors decide how much they wish to give in support of such an important cause. But don't limit yourself or them by asking for a smaller amount than they had in mind.

**Acknowledgements** Always send a thank you note when you receive a contribution. A little bit of recognition for their support goes a long way in maintaining and building relationships.

**Matching Gifts** Find out whether your company has a matching gift program. If so, your fundraising efforts could easily be doubled. Always remember to ask your sponsors whether their companies will match their donations as well.

**Email** A generic email blast is a great way to get those close to you involved in your cause to raise money for Habitat NCC by participating in the 2010 Bike to *Build!*

**Telephone** Be considerate and choose a good time to call. Before you pick up the phone, think about how you want to describe Bike to *Build!* and why you are participating. Always end the call by saying thank you, regardless of the outcome.

**Letter Writing** Personalize your letter with details about yourself and your reasons for riding. Remember your audience when crafting your letter—tailor it to fit friends, family, business owners, colleagues, etc.

**Online Sponsorships** Send potential donors to your personalized webpage. Pledges are just a click away!



## 3. Fundraise

**Habitat for Humanity NCC has a rider goal of \$150 per rider. We want to raise \$125,000 — enough to build one house!**

## I have:

- Personally welcomed each member as they joined the team.
- Informed team members of our team fundraising and recruitment goals.
- Selected a meeting location for my team members to gather before and after Habitat's Bike to *Build!* ride.
- Selected team photo time and location and informed my team members of the details.



**Habitat for Humanity of New Castle County will provide the online registration materials, t-shirts and SAG support. You'll provide the manpower!**

## 4. Organize

- Made a team sign for our team photo.
- Encouraged team members to register and create a donor page online at [www.biketobuildde.org](http://www.biketobuildde.org) and seek pledge support.
- Remembered to bring a helmet and safety gear the day of the ride.

## Personalize the cause.

Who are you riding for? Do you know a current or prospective homeowner? Have you considered becoming a homeowner?

## Raise the walls to block out substandard housing.

An estimated 7600 families live in substandard housing in New Castle County.<sup>1</sup>

## Ride a bike, build a home.

Our goal is to raise \$125,000 — enough to cover building one Habitat house for a local family in need. Your ride will go a long way!

### I am motivated to raise funds & build the team:

I have set team fundraising and recruitment goals, and have shared these goals with my team.

### I have organized team contests to promote more fundraising and fun within my team:

- Who can raise the most money?
- Who received the largest donation?
- Who can recruit the most riders for the team?



Habitat for Humanity of New Castle County builds homes in partnership with hardworking, local families in need of simple, decent, affordable housing. Your ride will help raise the funds to keep our building efforts alive.

# 5. Motivate + Recruit

<sup>1</sup>Report: "Out of Reach 2007-2008, Delaware Housing Coalition

Your single act of signing up for Habitat for Humanity of New Castle County's Bike to *Build!* event has already made a difference in helping to eliminate poverty housing! We are also helping to honor the memory and spirit of Pastor Chad Miller. Your ride will ensure that more hardworking, low-income families in need of simple, decent, affordable housing achieve their dream of homeownership. HFHNCC and its partner families thank you for your participation!



**Let the Celebration Begin!**

**6. Celebrate!**

[www.biketobuildde.org](http://www.biketobuildde.org)