



American Stroke Association®
A division of the American Heart Association.

CycleNation™

TEAM CAPTAIN GUIDE
CycleNation.org/Cleveland

CLEVELAND CYCLENATION

Thursday, October 28, 2021

5 - 8 p.m.

The Madison

4601 Payne Avenue
Cleveland, OH 44103





American Stroke Association®
A division of the American Heart Association.

CycleNation™



OUR MISSION.

**TO BE A RELENTLESS FORCE
FOR A WORLD OF LONGER,
HEALTHIER LIVES.**

CycleNation is a movement to empower the nation to use cycling to help Americans get brain and heart healthy while raising funds to continue vital community programs and support research to end stroke and heart disease. By igniting a nation to pedal together, we can start a health revolution.

By moving as one, we can change the course of heart disease and stroke and its impact on our nation, our communities and our families.

Get in Gear.



You are a CycleNation Team Captain.

As a team captain, you are setting the pace. You are an inspiration. You are a leader. You inspire your community. You lead your teammates. You are the lifeblood of CycleNation.

You are saving lives.

You are leading by example. You are a hero. You really are. Not many people can say that.

We will celebrate you on the day of our CycleNation event. And we will celebrate with you.

In the meantime, we want to show you how much we appreciate you.

Thank you for being relentless and for making the world healthier.

CycleNation.org/Cleveland



YOUR ROLE AS A TEAM CAPTAIN



REGISTER

You can lead the pack as a team captain or join a squad as a team member. Teams of 2-8 people per bike raising a minimum of \$1,000. CycleNation.org/Cleveland



RECRUIT YOUR SQUAD

Build a prospect list of 10+ people to invite to join your team. Strive to have a team of 6+ (including yourself) and having a least 1 Top Rider (raising \$1K+).



LEAD BY EXAMPLE

Kick-off your team's fundraising efforts by making a personal donation.

Create a Facebook fundraiser and post to social media letting everyone know you'll only stop when heart disease and stroke do and encourage them to match your donation.



BRING ON THE FUNDRAISING

Lead a championship team! Are your recruits in place, are they trained and are they ready to be successful?

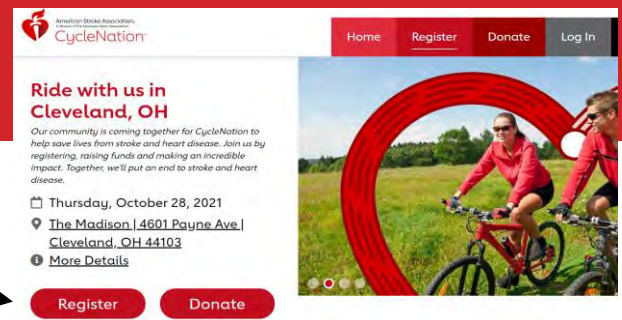
**IT IS FUN. IT IS EASY.
IT IS REWARDING.**

CycleNation.org/Cleveland

How to register on the CycleNation Website

STEP 1

- Go to www.CycleNation.org/Cleveland
- Click on the black "Register" button



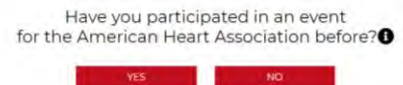
STEP 2

- Click Start a Team if you are the Team Captain
- Click Join a Team if your team has already been created



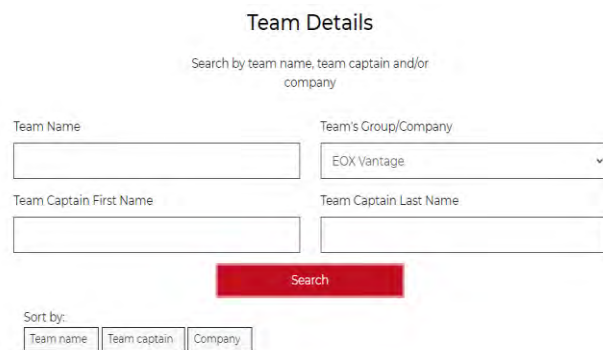
STEP 3

- Have you participated in CycleNation, Heart Walk or Kids Heart Challenge before? If so, click Yes! If you are new to AHA events, click No!



STEP 4

- **Starting a new team?** Fill in the details and click "Next Step"
- **Joining a Team?** Search by team name, team captain and/or company. Want to see a list of all the teams for your event? Just click the "Search" button without filling in any search parameters. Find your team and click "Join"



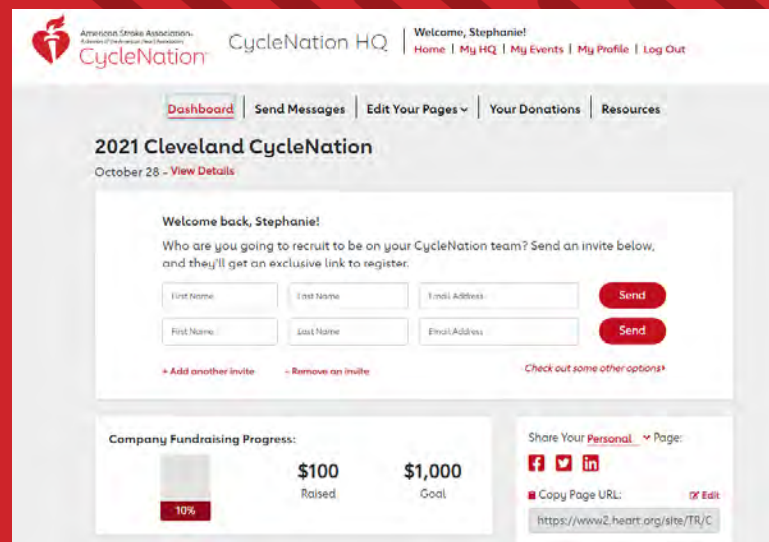
STEP 5

- Set your personal fundraising goal
- Make a personal gift to jump start your fundraising efforts
- Complete your contact information
- Read and Accept the Terms and Conditions of the Waiver
- Review your information and click "Complete Registration"

RECRUIT & ASK

Recruiting team members and asking for donations is easy now that you have customized your personal web page with a photo and video! In your CycleNation HQ, invite teammates directly from your dashboard, or click the Send Messages tab.

From here you can send messages through social media or your preferred email provider. You can also schedule messages for Twitter and LinkedIn that allow you to "set it and forget it!"



#CycleNationCLE



FUNDRAISE WITH FACEBOOK

Log in to your CycleNation Participant Center to connect your Facebook fundraiser. Follow the steps to invite your friends, share updates and collect donations.



DOWNLOAD THE CYCLENATION MOBILE APP

The CycleNation mobile app makes email, text and social posts easy and right at your fingertips.



LINKEDIN

You have lots of contacts on LinkedIn who are not in your day-to-day address book. Being a part of #CycleNation is a wonderful reason to reach out to ask for contributions. Download your LinkedIn contact list to quickly and easily send them an email asking for donations! Ask your staff partner how to do this today!

Did you know that your brain starts deteriorating in your 20s?

The American Heart Association | American Stroke Association recommends at least 150 minutes per week of a moderate intensity physical activity like cycling.



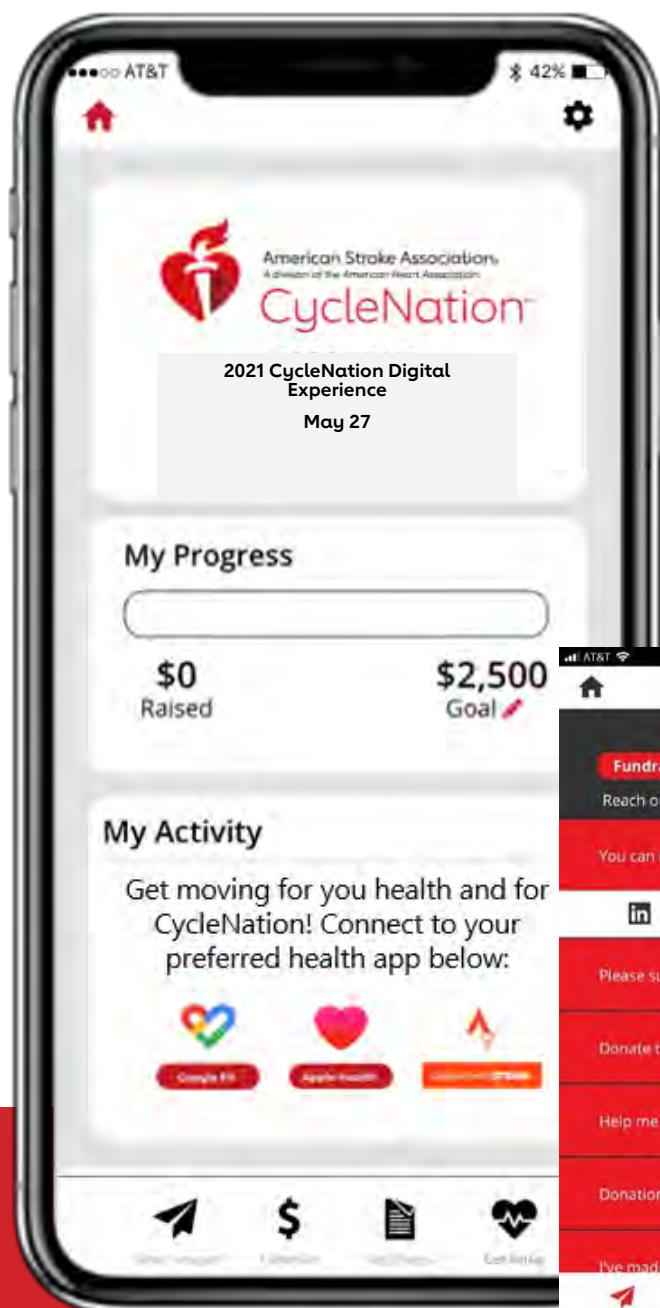
There's an app for that...



Download the CycleNation Mobile App for iPhone or Android.

Wondering what you can do with the App?

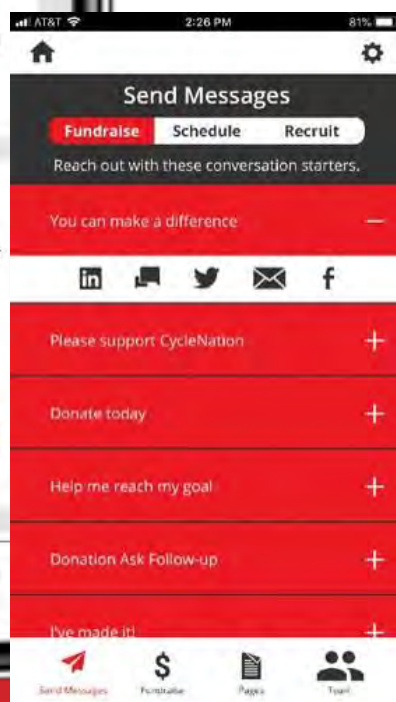
- Personalize your CycleNation experience, by adding a photo and/or story.
- Send pre-written Emails, Text Messages or make posts to your Social Media channels asking for donations. You can even pre-schedule posts ahead of time!
- Recruit Team Members and easily communicate with your team



Download the CycleNation App to Join the Move More activity challenge and kick off your fundraising.

CycleNation continues the tradition of cycling, the heart of our event, however this year you get to "define" your ride with our new physical activity tracker – available at the end of September and conveniently located in your CycleNation App. Track your minutes of exercise right from your phone!

Keep an eye on your leaderboard. Top movers and fundraisers will be recognized!



"Set it and forget it" fundraising messages help you go beyond the bike and ask your network of family and friends to support your ride and the mission of the American Heart Association with a donation!

CycleNation.org/Cleveland

What's Your Story?

Customize your personal fundraising page with the story of why you feel driven to participate.

Is there someone you are riding in honor of? Share your personal feelings and anecdotes about that person.

Specific details create motivation — and your donors will have a more personal connection to your cause.



Get in Gear and Raise \$1,000

Show your commitment and contribute <i>*\$100 Qualifies you to receive our CycleNation FINISHER medal!!</i>	\$100*
Ask one person to match your personal contribution	\$100
Take 10 minutes and send 10 emails to friends and family	\$200
Send a letter to your holiday card mailing list and invite friends to contribute	\$100
Ask one person to raise \$100 on your behalf	\$100
Ask your vendors and suppliers (barber/dry cleaners/banker/dentist)	\$100
Ask people who have been personally affected by heart disease or stroke	\$100
Ask your five best friends for \$20 each	\$100
Ask people who have asked you for donations in the past year	\$100
TOTAL	\$1,000**

*****Raising \$1,000 qualifies you as a Top Rider! Qualifying participants will receive an **EXCLUSIVE TOP RIDER MEDAL** in addition to other benefits!***



CycleNation Event FAQs

Will I be able to ride if I haven't trained or done indoor/stationary cycling before?

Absolutely! Our instructors will customize the class for all levels of riders – experienced & new! You can ride your own way at your own pace.

Is there a registration fee / fundraising minimum? There is no fee to register for CycleNation but teams and riders are encouraged to set fundraising goals. Teams set a minimum fundraising goal of \$1,000. Each rider sets a minimum goal of \$250.

How many riders can be on my team? Each team can have 2-8 riders to keep the bike moving for 2 hours.

How long do I ride? Each session is a two-hour ride. If you're on a team, chat with your squad to decide how to split the time on the bike. And while you're not riding, you can hang out and enjoy all the other fun stuff going on at the event.

How will I know my bike number & ride time? Teams will be assigned a specific bike on site at registration. The goal of the 2-hour ride is to keep your bike moving - each team can split up the ride however they'd like!

What do I wear to CycleNation? Riders should wear comfy cycling clothes, yoga pants, exercise clothes (anything you can get active in and stay comfortable), socks, and tennis shoes. Get crazy: Costumes and matching outfits are highly encouraged!

Will there be activities for me to do when I'm not riding? While you are not riding, you can cheer on your teammates, network with other teams & riders, enjoy yard games & visit sponsor and vendor tables.

Where do my donations go? Funds raised by cyclists will be used for stroke, heart and brain-centric research, prevention, and advocacy. Your funding of life-saving research can lead to better treatment and longer lives for millions of Americans.

Is my donation tax-deductible? For sure. The American Heart Association | American Stroke Association is a qualified 501(c)(3) tax-exempt organization. Your donation is tax-deductible to the fullest extent allowed by law.

Thursday,
October 28th, 2021

The Madison
4601 Payne Ave.,
Cleveland, OH 44103

5:00 – 8:00 p.m.

Event Schedule

5:00 – 5:30 p.m.: Check-in

5:30 – 7:30 p.m.: Ride

7:30 – 8:00 p.m.:
Celebration & Awards



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CycleNation™

LOCALLY SPONSORED BY



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BIKE SPONSORS

33 Mile Radius | Cisco Meraki | Deloitte | GARDINER
Jones Day | Lincoln Electric | Parker Hannifin

Register today!
CycleNation.org/Cleveland

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