

Team Captain's Guide

Thank you for joining Miles for Hope 2021 as a Team Captain! Get ready to rally your friends, family and colleagues to join you in the fight to keep children safer from abduction, abuse and exploitation! This guide will get you started and offer advice to help build your team and kickstart your fundraising efforts.

GETTING STARTED

Register your team by selecting **"Register and Create a Team"**

- ➔ **Name your team!** Miles for Hope is a family friendly event so please ensure that team names are appropriate, all names will be reviewed by NCMEC staff.
- ➔ **A Team Fundraising page** will automatically be built for you, but edits can be made by logging into your Account Dashboard
 - » Be sure to include:



A photo that represents your team and why you're participating in Miles for Hope



Your team story and a motivating message for your team members and donors

RECRUITING TEAM MEMBERS

Teams can be as small as two riders or as large as you'd like and can be made up of friends, family members and/or colleagues. Think of as many people as you can and invite them to join you on your mission to make children safer.

- ➔ Each team member must register individually.
 - » When signing up select **"REGISTER and JOIN a Team."**
 - » Search for your team by **Team Captain Name** or **Team Name**.
- ➔ When a new team member joins, the Team Captain will receive a notification email and the new team member's name will appear on the Team Fundraising Page.
- ➔ Team members do not need to select a single activity, everyone can participate in their own way!
- ➔ A Team Captain can only lead one team, and a team member can only participate on one team.





TEAM FUNDRAISING

The bigger your team, the bigger your potential impact! Each team member can use their personal fundraising page to contribute to the team goal.

- ➔ **Set a Team Goal:** This gives each team member something to strive for
- ➔ **Set an example:** Kickstart your fundraising with a donation to yourself! This will show your team members that you're committed to the cause and to reaching your goal.
- ➔ **Raise your goal** each time you get close to achieving it – Team Captains can adjust the Team Goal through their fundraising dashboard.
- ➔ **Fundraising Incentives** are awarded based on an individual basis and start at \$100. Help your team members earn incentives by asking each person to make a list of 10 people to ask to contribute \$10 and they'll be eligible in no time!

Hold a Team Fundraiser!

No matter how big or small your fundraiser is, every bit helps – just be sure to follow your current, local guidelines for social distancing. This is a great way to raise awareness and encourage donations to your campaign. Once your event is done, the funds raised can be turned in and divided evenly among the team members to count toward their personal fundraising goal.

To get your creative juices flowing, we have included some examples of successful fundraising ideas below:



Donation Class

Ask a yoga, fitness or dance instructor to host a class in exchange for donations to your cause



Yard Sale

Clean out your closet while raising funds for a great cause



Car Wash

Recruit some friends to hold a car wash. Many gas stations will allow you to host your car wash on their property at no cost

For additional tips and ideas view our [Fundraising Toolkit](#)