



## How to Recruit for Your Team

Your participation in the Team LIVESTRONG Challenge is one more powerful weapon in the global fight against cancer. By supporting LIVESTRONG, you've chosen to stand up for the 28 million survivors around the world by helping us provide vital services and resources which are designed to address the unmet needs of cancer survivors. Recruiting a team to participate alongside you only amplifies the effects of your hard work and dedication; after all, unity is strength.

Historically, individuals on teams raise more money because team members push one another to achieve. Fundraising as a group is an enjoyable and effective way to involve the team and reach new levels of fundraising, and the camaraderie built throughout the process leads to lasting relationships and sustained excitement for what you're doing together.

So how do you recruit for a team?

### Focus Close to Home

**Get your family to participate with you.** Attacking fitness goals is an enjoyable way to spend time with one another and improve everyone's health.

**Offer our Virtual Participant option** to those of your relatives who might be interested in supporting your team but can't physically attend the event.

**Bring the kiddos.** All of our events are family-friendly, regardless of age.\* \*Minors (18 years of age or younger) must be accompanied at the event by a registered adult participant who also agrees to the fundraising commitment. We recommend only experienced cyclists who are at least 16 years old register for the 60- to 100-mile distance options.

### Unionize

No, we're not saying that you have to join a union, but why not get your co-workers involved? Speak with those with whom you work closely to see if they'd like to join your team.

**Does your office have a regular cycling, running, or fitness group?** Talk to them, too!

**Approach your manager about the Challenge as a corporate involvement opportunity.** Open participation up to the office, look into office-sponsored registration fees for employees or extra vacation time for those who sign up, explore the options of matching gifts, or see if your office would come out to volunteer.

### Spread the Word

**Use the 6-foot rule:** anyone who comes within six feet of you hears about your participation and team.

**Tap into ALL of your networks.** Neighbors, church groups, book clubs, exercise groups, fantasy leagues, poker tables, etc. are all wonderful people and places to recruit. We've all been touched by the effects of this disease. By letting those around you know what you're doing, why you're doing it, and how they can support the cause, you may very well inspire big things in someone.