

JOIN THE MOVEMENT

GIVE TO GRADY

VELOCITY 2021 — SATURDAY, MAY 1, 2021

Team Building and Fundraising Toolkit



START A TEAM. SUPPORT GRADY.

Now more than ever, our community needs Grady.

By participating in VeloCity 2021, you can ensure that Grady will remain as strong as ever as it fights a global pandemic and ensures that everyone in our community has a place to turn for quality healthcare.

Join us at our new location—the 8,000-acre Bouckaert Farm in Chattahoochee Hills and ride, run, or walk and raise funds in support of a critical Atlanta institution. If you prefer, participate virtually to support Grady. Starting a team is a great way to make your VeloCity experience the best it can be while maximizing your fundraising abilities for an important cause.



WHY FORM A TEAM?

- By working together, teams raise more money and raise more awareness for Grady.
- You'll motivate each other through training, coordinated activities, and friendly competition.
- As a team, you can fundraise together and earn great incentives.
- It's a chance to get active with friends, family, and co-workers.
- It's a fun way for companies to showcase their civic pride and promote visibility.
- It offers a chance to connect with others during a time when people are looking for new, creative ways to stay social and engaged. The vast acreage at Bouckaert Farm will allow everyone to spread out and participate safely.
- If your team prefers to participate virtually, participants may choose their distance and ride or run in their own space.

BUILDING A TEAM IS EASY WITH VELOCITY!

REGISTER AND CREATE A TEAM

- A** Visit velocityatlanta.com and click **Register to Ride** or **Run/Walk**.
- B** Choose how you want to participate: **Ride for Grady**, **Run/Walk for Grady**, or **Fundraise for Grady**.
- C** Select **Form a Team**.
- D** **Create a team name** and set your team's fundraising goal.
- E** Choose the **Participation Type** you want to join (Note: all team members can select their own type).
- F** Confirm your individual **Fundraising Goal**.
- G** If you have previously participated in VeloCity or have received an email from Grady Health Foundation, **log in** or click **Email me my login information** at the bottom of the page, and follow instructions. If you are new to VeloCity, select **Join as a New Participant** and complete the registration process from there!
- H** After you've registered, join our clubs via the free Strava app to track your progress and connect with other participants. Join here: [Walk/Run club](#) or here: [Ride club](#)

BUILD YOUR TEAM

- A** Once you've created a team, anyone can join! New teammates start by registering via steps A and B above.
- B** Next, have them select **Join a Team**.
- C** Make sure to give each team member your team name. They'll enter it into the box and click **Search for a Team**.
- D** Teammates choose the Participation Type they want to join (note: all team members can select their own type).
- E** Teammates also confirm their individual **Fundraising Goal**.
- F** If a team member has previously participated in VeloCity or has received an email from Grady Health Foundation, have them **log in** or click **Email Me My Login Information** at the bottom of the page and follow the instructions. If they are new to VeloCity, simply have them select **Join as a New Participant** and complete the registration process from there.

MANAGE YOUR TEAM

- A** Visit velocityatlanta.com and click **LOGIN** to access your Participant Center.
- B** Halfway down the page, you'll see tabs for **Me** and **My Team**. Select **My Team**.
- C** Select **Message to Your Team** to include a word of encouragement or important reminders that your teammates will see when logging in to their Participant Center.
- D** Select **Team Progress** to keep an eye on your team's goal and to raise the bar as you grow.
- E** Select **Team Badges** to see how your team can earn badges as it expands and continues to fundraise.
- F** Select **Team Donations** to see donations made to your whole team, excluding specific individual donations.
- G** Select **Team Page** to change information on your outward-facing team page.
 - **URL Settings** allows you to customize your team page URL (note: You may need to scroll up after clicking this button to see the edit options.)
 - **Edit Content** allows you to update your personal page and tell your team's story. This information helps make people more likely to give!
 - **Update Photo** allows you to include a photo of your team or share a company logo.
 - Select **Team Roster** to see who's on your team and designate co-captains from your team list.

INVITE NEW TEAMMATES

- A** At the top of the Participant Center Team Page, choose the Email tab.
- B** Choose **All Contacts** from the menu on the left.
- C** Click **Import Contacts** and follow the instructions to build your address book.
- D** Once you've finished importing contacts, select the people you want to recruit for your team.
- E** Click **Email Selected**.
- F** Personalize the message and click **Preview & Send!**



FUEL YOUR SUCCESS

- // Find 2-3 people on your team who are passionate about Grady and ask them to be **Team Captains**. Team Captains recruit participants and encourage fundraising for Grady.
- // Utilize your company's internal channels to recruit team members.
- // Set a corporate team fundraising goal and work together to achieve it.
- // Ask your human resources department or corporate wellness teams to help promote participation.
- // Invite anyone from co-workers and vendors to family members and friends to join your team.
- // **Take advantage of our Fundraising Toolkit page at velocityatlanta.com to download logos, collateral, and social media content, allowing you to better engage potential team members.**
- // It's a good idea to email your team occasionally to check in. You can do this easily in the Participant Center by clicking **Send an Email**.
- // Find creative ways to keep your team connected, build team spirit, and increase fundraising motivation. This could be as easy as setting up a virtual happy hour!

Don't forget—companies can also encourage teams by underwriting the cost of registration fees, creating a special team jersey, or making a donation to kick-start fundraising.

If your company has a matching gifts program, please request that they match your contribution.

Please email laura.hardy@velocityatlanta.com to learn more.



FUNDRAISING

As a fundraising event benefiting Grady, VeloCity counts on the financial support our teams provide. Registration fees for in-person and virtual participants depend on the event selected and range from \$30 to \$125. These fees help cover the cost of the event, but every dollar you raise from friends, family, and co-workers directly supports Grady and counts toward your team's goal.

IN-PERSON OR VIRTUAL RIDE	
DISTANCE	FUNDRAISING GOAL
10-MILE RIDE	\$50
25-MILE RIDE	\$250
50-MILE RIDE	\$500
62-MILE RIDE	\$500
100-MILE RIDE	\$1,000












IN-PERSON OR VIRTUAL RUN/WALK	
DISTANCE	FUNDRAISING GOAL
SUPERHERO 10K	\$50
9-MILE TRAIL RUN	\$250









MILESTONE BADGES

Show off the hard work you've been putting in for Grady! As your fundraising efforts progress, you'll earn the following badges to display in your Participant Center for friends and family.

PERSONAL FUNDRAISING

MILESTONE	ACCOMPLISHMENT	ICON
STARTING LINE	MADE DONATION TO OWN PAGE	
PACESETTER	MET FUND-RAISING GOAL	
LEADER	DOUBLED FUND-RAISING GOAL	
20	RAISED \$20	
250	RAISED \$250	
500	RAISED \$500	
750	RAISED \$750	
1,000	RAISED \$1,000	
1,500	RAISED \$1,500	
2,500	RAISED \$2,500	
VELO HERO	RAISED \$5,000	

PERSONAL LEVELS

MILESTONE	ACCOMPLISHMENT	ICON
GRADY SUPPORTER	MADE UPDATE TO PERSONAL PAGE	
BRONZE LEVEL	SENT 1-9 EMAILS	
SILVER LEVEL	SENT 10-49 EMAILS	
GOLD LEVEL	SENT 50-99 EMAILS	
DIAMOND LEVEL	SENT 100 EMAILS	
GRADY INFLUENCER	LINKED PARTICIPANT CENTER TO FACEBOOK FUNDRAISER	

TEAM MILESTONES

MILESTONE	ACCOMPLISHMENT	ICON
PELTON	FIVE OR MORE MEMBERS ON A TEAM	
CHASER	15 OR MORE MEMBERS ON A TEAM	
BREAKAWAY	30 OR MORE MEMBERS ON A TEAM	
VELO WARRIORS	TEAM RAISES \$5K OR MORE	
VELO CHAMPIONS	TEAM RAISES \$10K OR MORE	
VELO HEROS	TEAM RAISES \$15K OR MORE	

FUNDRAISING TIPS

If you need a few suggestions for how to kickstart your fundraising strategy, here are some helpful pointers:

Customize your VeloCity fundraising page.

Login to the online Participant Center to update your page and share why you care about Grady!

Ask as many people as possible to support you and do so in very personal ways.

Think about who might donate to your effort—the possibilities are many: Friends & family, current or former colleagues, former classmates, neighbors, and volunteer, religious, and social media networks.

Post on Facebook.

The Participant Center allows you to easily create fundraising messages for friends and family on Facebook.

Share your experience.

Post on different social media platforms like Instagram, so everyone will want to get involved!

Keep asking!

Sending emails through the Participant Center is a great way to remind people that you're getting active for a great cause. Facebook.

FUNDRAISING INCENTIVES

Grady wants to reward you for your support! Everyone who raises \$50 will receive the VeloCity 2021 t-shirt. Those raising \$250 or more will receive our official jersey or running shirt. As you raise more and more money, hitting milestones like \$500, \$1,000, \$2,500, \$5,000, and \$10,000, you will receive reward points to spend however you like in our VeloCity Virtual Store. VeloCity-branded merchandise available with your points will include items like a hoodie, trucker hat, beach towel, drinkware, and more.

YOUR TEAM AND SOCIAL MEDIA

Online platforms make for quick and easy ways to find more teammates and to fundraise! A few tips to consider:

// Include our website URL velocityatlanta.com in all posts.

// Use our hashtag **#VeloCity2021**.

// And don't forget to tag us!

 **Facebook:** [@VeloCityAtlanta](https://www.facebook.com/VeloCityAtlanta)

 **Instagram:** [@VeloCityAtlanta](https://www.instagram.com/VeloCityAtlanta)

 **Twitter:** [@VeloCityAtlanta](https://twitter.com/VeloCityAtlanta)

NEED HELP CREATING A CORPORATE TEAM? HAVE QUESTIONS?
PLEASE CONTACT LAURA.HARDY@VELOCITYATLANTA.COM