



# Team Captain Guide

## **Miles for Matches presented by Prevea**

Big Brothers Big Sisters of Northeast Wisconsin is kicking off Miles for Matches presented by Prevea! This event is an annual competition between local companies with a goal to raise funds to continue serving more Littles!

## **Join us!**

Miles for Matches

January 27 – 31st, 2020

Daily 5:30 a.m. – 4:30 p.m.

Your company lobby

## **Teams receive:**

- Wahoo bike trainers personally delivered by Broken Spoke!
- Fun comradery between 22 local companies
- Sweat!
- Chance to win prizes
- Opportunity to make a difference for Littles!

## **What is in this packet?**

- Welcome
- What you need to know prior to January 27<sup>th</sup>
- Logos
- Social media calendar
- Links to social platforms
- Let's do this!
- FAQ's

**On your scheduled day**

**CEO/Leader Spinning: noon – 1 p.m.**

**Employees Spinning: 5:30 a.m. - noon & 1 – 4:30 p.m.**

**#MilesforMatches**

Think back to when you were a youth, other than your parents, who impacted your life in a special way? Big Brothers Big Sisters provides this lifetime memory and impact through our mentors simply being themselves. It's the gift of time.

We are an affiliate of the nation's largest donor and volunteer supported mentoring network — matching grade school age children with an adult, couple or even a family who meet with the child at least two times a month for at least a year-long commitment. Our school-based program allows mentors as young as 16 to participate and meet with a child during lunch or after school at the school site.

### **Thank you for your dedication!**

Each year, hundreds of people come together to have fun and raise money to support Big Brothers Big Sisters. Miles for Matches is the perfect way for individuals and companies to make an impact on our community — it only takes a little bit of effort to raise the money that is vital to our program's success!

Thank you for participating in Big Brothers Big Sisters of Northeast Wisconsin's event, Miles for Matches presented by Prevea.

As Captain, you are the heart and soul of Miles for Matches. We've developed this guide to help you and your team to achieve success. This guide will help you speak knowledgeably about Big Brothers Big Sisters, answer questions and encourage others to become involved.



## IMPACT

### **Youth having a mentor:**

- 52% more likely to remain in school
- 75% more likely to earn a 4-year degree
- 48% more likely to volunteer
- 81% more likely to hold a leadership role in an organization

### **Support from this event directly impacts the lives of youth:**

- \$500 in pledges pays for 100 background checks to match the nearly 100 children on our agency's waiting list
- \$250 in pledges covers the cost to provide supplies and educational games for matches to use in our site-based program
- \$100 in pledges covers the cost for 5 matches to participate in an enriching match activity

Use logo's for social media, internal marketing etc. Just copy and paste!

## Miles <sup>for</sup> Matches



# Social Posts

# #Milesformatches

Please copy and paste or tweak for all social platforms, LinkedIn, Facebook, Instagram, Internal Intranet and any other forms of media you have! Underlined words to be tagged when posted and \*\*\* filled with your company info. I also left suggestions for photos to engage followers.

1/8:	We are excited to participate in a new event, <u>Miles for Matches presented by Prevea</u> kicking off January 27th - 31st we are one of the 21 companies participating! Watch us sweat for <u>Big Brothers Big Sisters of Northeast Wisconsin</u> on January ***! #Milesformatches #BBBSNEW #Letsgo
1/13:	<u>Miles for Matches presented by Prevea</u> hosted by <u>Big Brothers Big Sisters of Northeast Wisconsin</u> begins with <u>@Your company</u> competing against our friendly competition: <u>American Tent &amp; Sidewall, Associated Bank, BayTek Entertainment, Belmark, Breakthrough, Broadway Automotive, Broken Spoke, Capital Credit Union, Festival Foods, Fortifi Bank, Humana, Imaginasium, Base Companies, InitiativeOne, Investors Bank, Nicolet National Bank, NWTC, Packer Fastener, Prevea, Radisson, Rodac Development and Construction and Western Racquet.</u> #Milesformatches #BBBSNEW #Competition #Bringiton
1/15 <b>(see video attachment in email)</b>	Check out <u>George Kaptiz</u> from <u>Broken Spoke</u> demoing the bike to be delivered to <u>@your company</u> for <u>Miles for Matches presented by Prevea</u> hosted by <u>Big Brothers Big Sisters of Northeast Wisconsin</u> . #Milesformatches #BBBSNEW #Spin #Wahoo
1/17:	Two weeks out and <u>@Your company</u> is ready to compete in <u>Miles for Matches presented by Prevea!</u> #Milesformatches #BBBSNEW #Yourcompany
1/21:	We are ready to take home a <u>Miles for Matches presented by Prevea</u> award for the Most Fit Company, Best Looking Leader, Most Philanthropic, We Beat Broken Spoke and Spirit Award?! #Getready #starttraining #companycompeition #takehomethewin #Milesformatches #BBBSNEW
1/23: <b>(Take CEO/Leader picture or use a fitness/bike pic from past)</b>	<u>@CEO/Leader</u> will be spinning in our lobby from noon – 1 p.m. on January *** to raise money for <u>Big Brothers Big Sisters of Northeast Wisconsin</u> . Stay tuned as we post pictures! #Milesformatches #Fundraising #watchus #BBBSNEW
1/24:	<u>@Your company</u> is ready for the challenge next week on January *** as we take on <u>@Competing company and @competing company</u> all in good fun for <u>Miles for Matches presented by Prevea</u> hosted by <u>Big Brothers Big Sisters of Northeast Wisconsin!</u> #gameface #wetrained #watchout #Milesformatches #letthefunbegin
Day prior to your company biking (1/26): <b>(Take picture of employees with game faces)</b>	Tune in as we share our progress throughout the day of <u>@Your Company</u> competing for the (Pick one or two that you think you will win: Most Fit Company, Best Looking Leader, Most Philanthropic, We Beat Broken Spoke and Spirit Award. #Letsgo #Wewillwin #Milesformatches #Prizes #BBBSNEW
Day of competition: <b>(Take picture of employee on bike in lobby)</b>	Here it is, the day for us to race hard! Don't forget to help us win the Most Philanthropic Award for <u>Miles for Matches presented by Prevea</u> . Leave your donation here (and pick <u>@Your company</u> us as your company!!) It is all to support the Littles at <u>Big Brothers Big Sisters of Northeast Wisconsin</u> . #cheerforus #workworkwork #foragoodcause #Milesformatches #BBBSNEW
Day after competition: <b>(Take screenshot of final dollar amount raised online.)</b>	The results are in, we biked **** miles and raised \$*** for <u>Big Brothers Big Sisters of Northeast Wisconsin!</u> Thank you for all of your support in cheering us on as we competed in the inaugural <u>Miles for Matches presented by Prevea!</u> #Milesformatches #BBBSNEW #Wedidit

# Links to social platforms

#Milesformatches

**Facebook event:** <https://www.facebook.com/events/724723158005699/>

**Website link:** will be sent shortly!

**Your team fundraising page (click on your team name for direct link):**

will be sent shortly!

# What you need to know prior to January 27 #Milesformatches

## Now!:

- Block off CEO/Leader schedule from noon – 1 for your scheduled day from January 27<sup>th</sup> – 31<sup>st</sup> .
- Share timesheet with employees for sign up or create a GoogleDoc (see attached).
- Use Poster (attached in email), social posts, etc. to encourage employees to sign up to bike.
- Start sharing company pictures and promote the online platform for awareness and additional fundraising.

## Week of January 10<sup>th</sup>:

- Decorate space, coordinate t-shirts/costumes for spinners.
- Make the space social media picture perfect!

## Week of January 27<sup>th</sup> – January 31<sup>st</sup>: It's Race Time!!

- Put out markers and fun stuff for the best company pictures and cheering during competition!

## Night Prior to Your Scheduled Day:

- Broken Spoke will deliver a Specialized Bike on a Wahoo trainer to your lobby/cafeteria the **night prior** to your competition day between 5:30 and 6:30 p.m. (special arrangements will be made for companies competing on Monday). Doors/facilities will have to be unlocked for bike pick up.

## Your Scheduled Day:

- Biking hours are 5:30 a.m. – 4:30 p.m.** Bikes will be picked up the day of competition at 4:45 p.m.
- Leadership Hour:**
  - Your CEO/Leader will compete (while being cheered on by employees!) during Leadership Hour from **noon – 1 p.m.**
  - CEO/Leader is encouraged to match employee donations from tip jar, online donations or any other combination of a match.
  - You are encouraged to share pictures on social media. An online donation platform is available for your company to compete in a friendly rivalry for the most dollars raised.
  - Blank signs will be provided for you to take pictures and cheer on your colleagues.

## **Awards:**

Most Fit Company // most miles biked from team

- ❖ Prize – *private company spin class and happy hour at Western Racquet*

Best Looking Leader // most miles from leadership

- ❖ Prize – *trophy and Spa Western gift certificate*

Most Philanthropic // most money raised

- ❖ Prize – *gift certificates for participants to Spa Western*

Spirit Award // best decorations, pictures, social media, posters etc.

- ❖ Prize -- *private group ride and happy hour with Broken Spoke*

We Beat Broken Spoke // Bike more miles than the Pro's at the bike shop.

- ❖ Prize – *year long bragging rights and a gift from Broken Spoke*

**Q: Can I wear regular tennis shoes or clip-in shoes?**

A: Yes, the pedals will be a hybrid so both those with SPD clip-ins or regular tennis shoes can ride.

**Q: What does my company need to provide the day of the event?**

A:

1. (Mandatory) A laptop/tablet/TV that can be hooked up to the bike trainer all day to track miles
2. (Mandatory) A small table for the computer, tip jar and additional flyers
3. Fun props to encourage your colleges as they spin and the best playlist ever, with a speaker
4. Company swag for employees to wear
5. Company signs or step and repeat set up behind bike for photo opportunities
6. (Mandatory) Cool teammates!!

**Q: Is there a maximum or minimum miles or time we have to bike?**

A: No, the bike will be in the lobby from 5:30 a.m. – 4:30 p.m. on your scheduled day. Your company may ride 25 miles or 250 miles, whatever fits during that time frame. We are encouraging to reach 100+ miles! Many companies hit over 150 miles last year.

**Q: How are our miles tracked for the competition?**

A: A link to the app will be sent out with your login and password along with instructions on how to set it up. BBBS will be able to watch the miles spun and will post on the Facebook Event Page as updates come in. During the CEO/Leadership hour we will share your posts and videos as you post them.

**Q: How do we win the Spirit Award?**

A: By being the coolest team ever! This includes social media posts leading up to the event, tons of pictures during the event and the best décor and team apparel during your competition day! #Milesformatches

**Q: Where can we see our competitions' miles/money raised?**

A: BBBS will post throughout the week on the Facebook Event Page. You can also check the fundraising website at any time for an update. Fundraising results will be tallied Friday at 5 p.m. (However, additional funds can be raised any time after!)

**Q: How long can I ride on the bike?**

A: Your team captain will set your company's schedule. This may be 10-minute increments or 2 hours. The choice is theirs!

**Q: I want to become a Big; how do I sign up?**

A: Please! We have 100+ Littles on the waitlist waiting to get matched with Bigs. Sign up here for an info session:

<https://bbbsnew.org/be-a-big/>

**Q: We have questions with the bike, software tracker or other event related items?**

A: Don't hesitate to call Brehanna's cellphone (anytime) for guidance at 920.639.9678.