



MAKE YOUR RIDE A SUCCESS WITH THE TOOLS IN YOUR CAPTAIN'S KIT!

Here is a list of useful tools to help you raise awareness and funds, and get others on board! You can do it – and we're here to help.

Pledge Envelope

Help riders keep track of their fundraising by ensuring all team members get an envelope



Event Poster

Promote your Big Bike event by placing these posters in high-traffic areas

Recruitment Flyers

These flyers are easy to distribute and can help recruit team members.

Find more tools online!

Visit the Captain's Corner page at bigbike.ca for more information, tips and incentives that will help you recruit riders and increase your fundraising power.

Fundraising can help change these alarming statistics:

- Heart disease and stroke take 1 in 3 Canadians before their time
- Heart disease and stroke is the #1 killer of women
- In Canada, up to 45,000 cardiac arrests occur each year
- Less than 5% of those who have a cardiac arrest outside of a hospital survive

Heart disease and stroke are still leading causes of death in Canada. But by raising funds for life-giving research, education and advocacy, we can help give all Canadians the chance to live longer, fuller lives.



Team Captain Guidelines 2012

Here's all the help you need to recruit riders, raise funds and get hearts pumping!



WIN AN AED TO HELP MAKE YOUR COMMUNITY CARDIAC-SAFE!

Your Heart&Stroke Big Bike team spirit can stop cardiac arrest from taking its next life. Enter our **Heart&Stroke Big Bike Big Heart Challenge** for your team's chance to win an Automated External Defibrillator (AED) for your community.



SUCCESS STARTS ONLINE!

1. Register your team in three easy steps at **bigbike.ca**:
 - Click the **Register Now** button at **bigbike.ca**
 - Search for the city you are riding in, and click on the event name to see the location and dates.
 - When you find your event, click on **Register** to start a team as a Captain.
2. Send emails encouraging people to join your team and fundraise online (don't forget to include your team name and team link in the email).
3. View videos, fundraising and recruitment tips, and other resources to help you promote and manage your event in the Captain's Corner at **bigbike.ca**.
4. Share success stories and tips, ask questions and post pictures on the Big Bike Team Captain's Facebook page. Learn more at **bigbike.ca**.

PUMP UP ONLINE RECRUITMENT AND FUNDRAISING!

- Teams who combine online and offline fundraising expand their reach and raise more money.
- People who personalize their online headquarters are motivated to raise more money.
- Communicating with team members is easier online.
- Donors receive automatic receipts when they support a team online, which can inspire more generous donations.

Get staff excited about healthy living!

Workplace wellness is becoming increasingly important to organizations across Canada. Employees who are healthy may take fewer sick days, be more productive and feel more satisfied with their jobs. Big Bike is a great way to encourage employee wellness and show staff that you care about their health and the health of their fellow Canadians. With space for up to 29 people, it's the perfect setting to build team spirit.

1. Register your team with your local Heart and Stroke Foundation representative.
 2. Go to **bigbike.ca** to post your photo and tell your story about why you support the Heart and Stroke Foundation.
 3. Earn ♥s (points) when friends and family vote for your story or make a donation in support of your team.
- The team with the most ♥s (points) in each province will win CPR training and have a life-saving AED installed in their community on the team's behalf!



What is an AED?

An automated external defibrillator (AED) is a device that identifies cardiac rhythms, and delivers a shock to correct abnormal electrical activity in the heart.

Who can use an AED?

AEDs are safe, easy to use, and can be used effectively by trained medical and non-medical individuals.

How do AEDs save lives?

Defibrillation, when used with CPR, can increase cardiac arrest survival rates by up to 75%, if delivered in the first few minutes. As many as 85% of all cardiac arrests occur in homes and public places and for every minute delay in defibrillation, the survival rate decreases by seven to 10%. EMS cannot always reach these locations in time, but publicly located AEDs can often re-start the heart before EMS arrives, improving the chance of survival.



Visit us at bigbike.ca

