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BOSTON BRUINS FOUNDATION

# BFIT CHALLENGE 2020

*Corporate Team Development Playbook*



B O S T O N B R U I N S  
**FOUNDATION**

# ABOUT THE EVENT

## CLIMB TD GARDEN TO SUPPORT FIRST RESPONDERS

*Choose between various difficulty levels to a stair climb course around the stadium (Beginner, Intermediate, Advanced)*

*Join a team or fundraise individually to win prizes!*

*Our community/family/friends division allows anyone to participate!*

*100% of proceeds go towards charities that directly impact first responders and their families.*

**JANUARY 26TH, 2020**

[BOSTONBRUINS.COM/BFITCHALLENGE](https://www.bostonbruins.com/bfitchallenge)

# OUR IMPACT

*For our local heroes*

- Last year's event raised \$500,000 for The 100 Club, which supports the families of fallen first responders
- This year, we have four different partner charities that all benefit First Responders.
- Your team can choose to support:
  - 100 Club of MA
  - New England Firefighter Cancer Fund
  - Tunnel To Towers
  - Federal Law Enforcement Officers Association (FLEOA)

**Your team chooses the charity that you want  
100% of your fundraising to go towards!**



## ENGAGE YOUR COMPANY

- Create a team of participants
- Employees, their families, and friends can all join
- Provide incentives for employees to fundraise
  - Or have your team aim for top team prizes such as Bruins suite tickets, signed Bruins memorabilia, and more!
- Build camaraderie among your employees
- Fundraise together all for a great cause
- Great exposure for your company

**EVERYONE  
CAN  
PARTICIPATE!**

[BOSTONBRUINS.COM/BFITCHALLENGE](https://www.bostonbruins.com/bfitchallenge)

# YOUR COMPANY'S INVOLVEMENT

*Maximize your potential.*

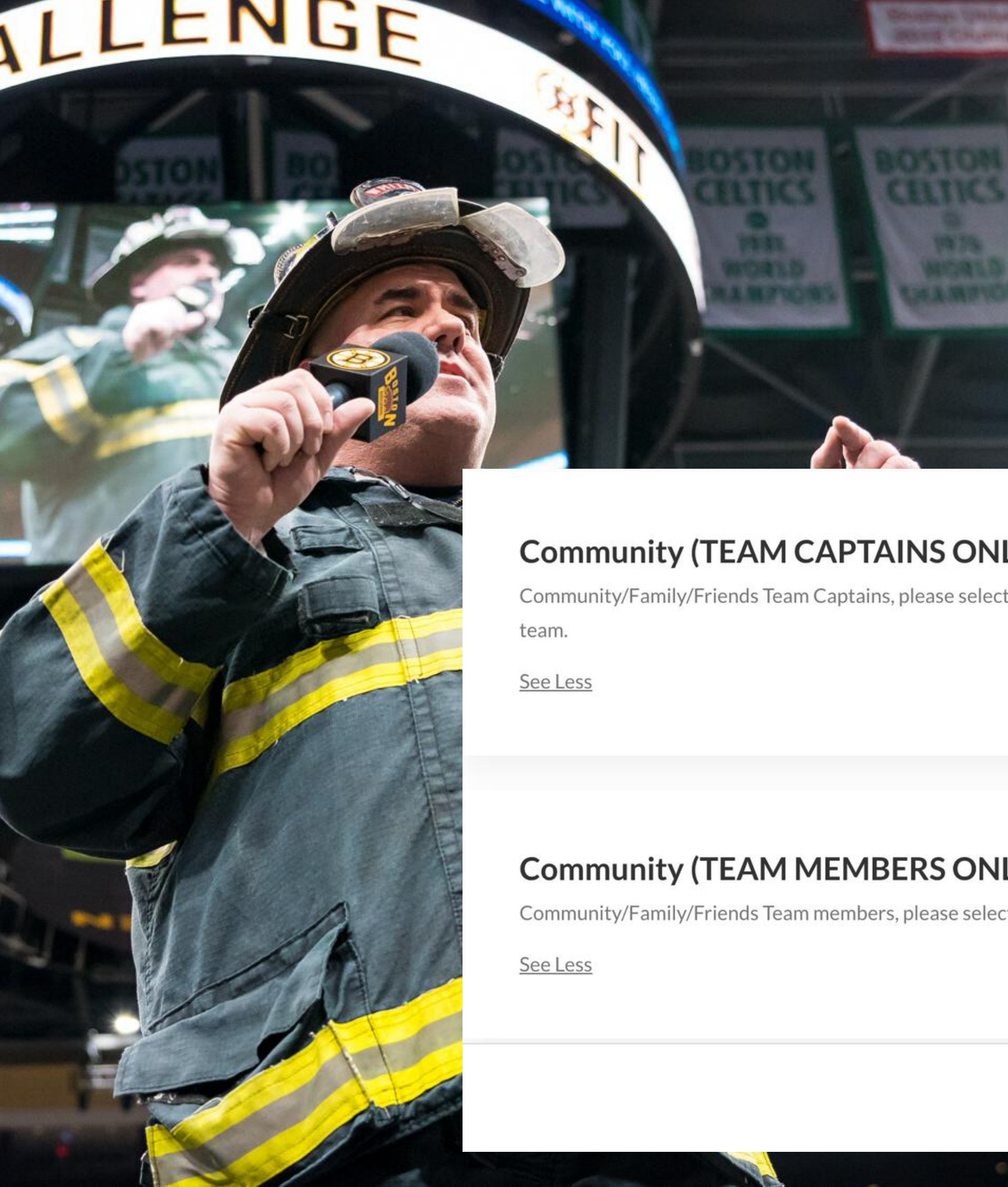
## OPTIONS TO BUILD A TEAM OF PARTICIPANTS:

1. Cover your team's minimum fundraising commitment (\$300 per person)
  - a. Allows for company to also be an official event sponsor
2. Each participant fundraises on their own and company provides avenues for fundraising
  - a. Including internal competitions, company-derived incentives, etc.



# REGISTRATION PROCESS

[www.Crowdrise.com/BFitChallenge](http://www.Crowdrise.com/BFitChallenge)



# TEAM CAPTAIN

1. Hit register
2. Scroll to "Community (CAPTAINS ONLY)"
3. Add one to cart, and click continue

## Community (TEAM CAPTAINS ONLY)

Community/Family/Friends Team Captains, please select this option to create your team.

\$25.00

[See Less](#)

## Community (TEAM MEMBERS ONLY)

Community/Family/Friends Team members, please select this option to join a team.

\$25.00

[See Less](#)



Continue



# TEAM CAPTAIN

## 4. Fill out your personal information

Buyer Information ▼

Name	Email
Blades Bruin	bfit@bostonbruins.com

Community (TEAM CAPTAINS ONLY) ▲

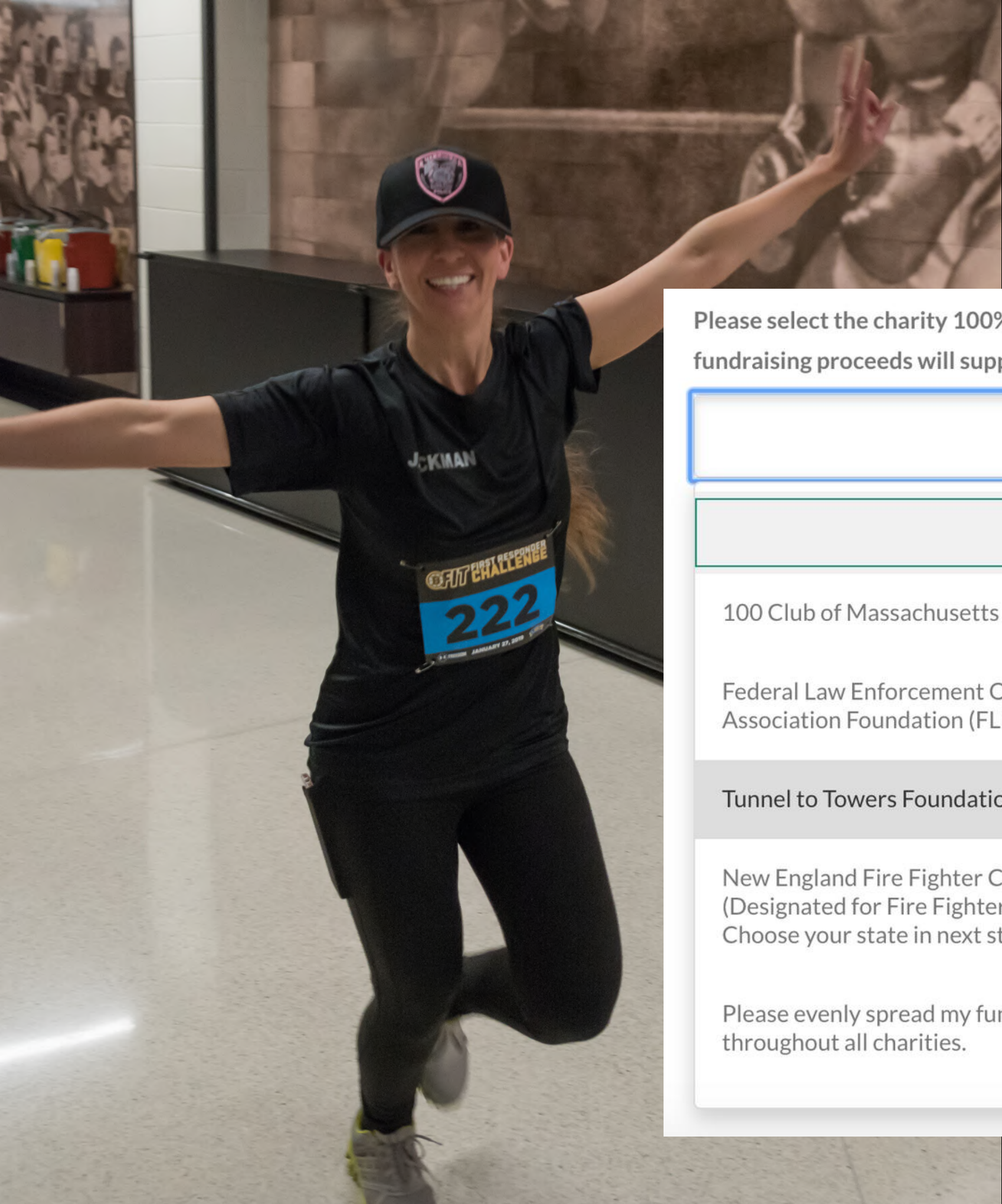
Item 1 (Required)

Copy from buyer information

First Name *	Last Name *
<input type="text" value="Blades"/>	<input type="text" value="Bruin"/>

Email Address \*





# TEAM CAPTAIN

**5. Click the charity you want your team to fundraise for  
(All your team's proceeds will go directly to charity of choice.)**

Please select the charity 100% of your team's fundraising proceeds will support. \*

100 Club of Massachusetts Inc.

Federal Law Enforcement Officers Association Foundation (FLEAO)

Tunnel to Towers Foundation

New England Fire Fighter Cancer Fund  
(Designated for Fire Fighters only.  
Choose your state in next step)

Please evenly spread my fundraising throughout all charities.



# TEAM CAPTAIN

6. Click "Fundraise as Team" and then click "Create a Team" to create your team.

7. Complete the registration. Your registration fee goes towards your fundraising minimum.

Fundraise as Team

Please select an option below \*

Create a Team

Campaign Name *	Campaign Goal
<input type="text" value="Team I Love Pasta"/>	<input type="text" value="\$ 3000"/>

I agree to the [Waiver](#) \*

# TEAM MEMBERS

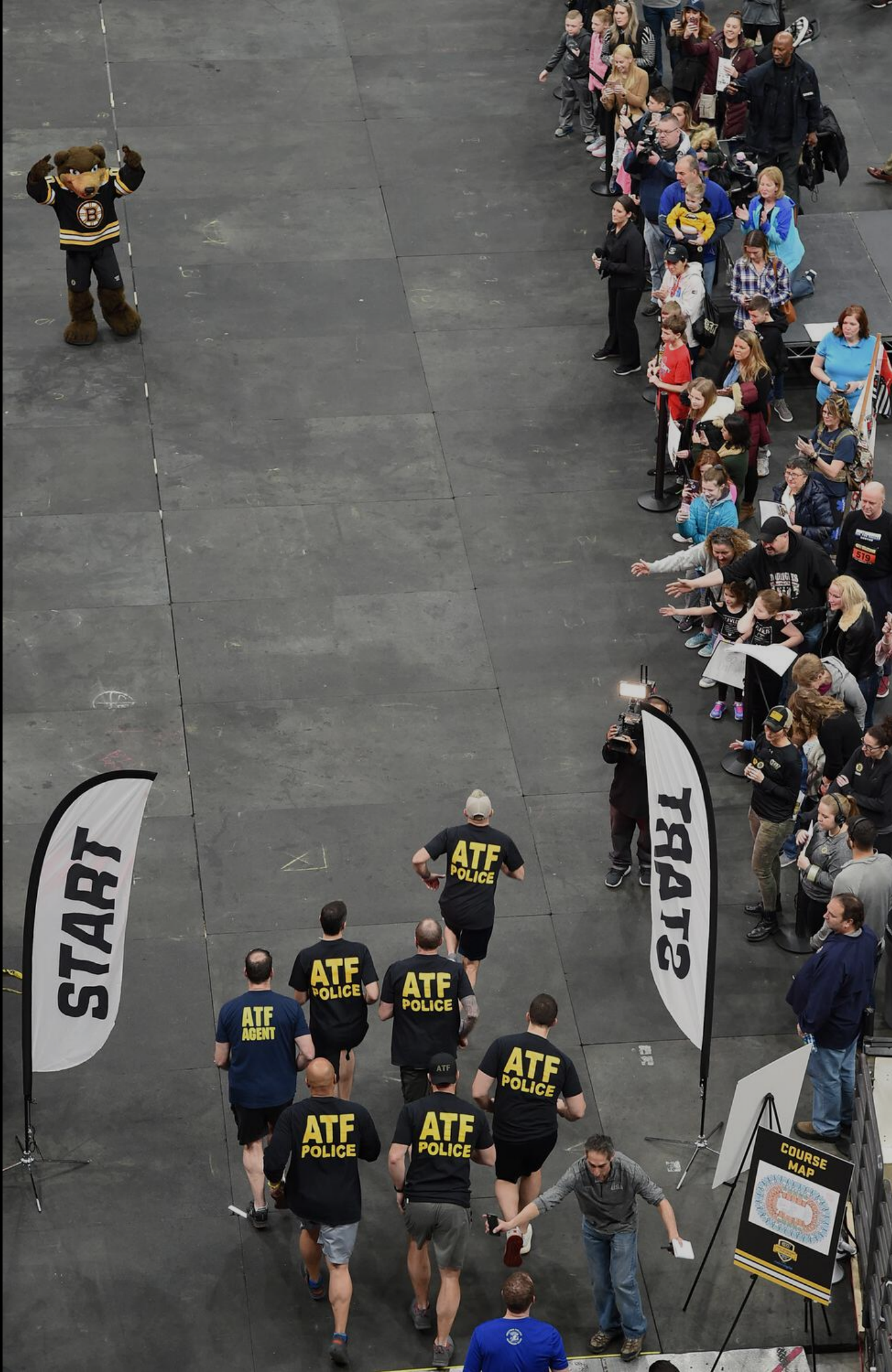
If your company wants to cover your team's fundraising minimums, or registration fees, you will be given promo codes to share with your team members to waive the registration fee.

Your team captain should register and create the team before anyone else.

You can personalize team page with photo & description.

Once team page is set up, share your team name and promo code (if applicable) with employees





# TEAM MEMBERS

1. Click the "Community - Team Members ONLY" at registration
2. Enter all your personal information.
3. Click "Fundraise as team"
4. Click "Join a Team" and find your company's team

## Fundraising Options

This ticket option requires fundraising. Please provide a valid email address to create a fundraiser

Fundraise as Team

Please select an option below \*

Join a Team

Please select a team to join

I agree to the [Waiver](#) \*

# FUNDRAISING

- We have fundraising helpers including email templates, social media posts, Instagram Venmo Campaign Graphics, and more on our website!
- Bring in local/corporate sponsors to cover your team's fundraising and all sponsorship fundraising goes directly to the charity you chose at registration.

**Once your team page is up, share your page with donors so you can start to get donations to raise money for first responders!**

# QUESTIONS?

## CONTACT:

All Inquiries: [bfit@bostonbruins.com](mailto:bfit@bostonbruins.com)

John Whitesides, Director of Health & Wellness: [jwhitesides@bostonbruins.com](mailto:jwhitesides@bostonbruins.com)

MORE INFO AT [www.BostonBruins.com/BFitChallenge](http://www.BostonBruins.com/BFitChallenge)



A large group of firefighters and first responders are posed in a stadium, filling the bleachers and standing on the floor. They are wearing various uniforms, including fire gear and team shirts. A fire truck is visible on the left side of the image. The background shows the stadium seating and a large 'BRUINS' logo on the wall.

# BFIT CHALLENGE: CLIMB TO SUPPORT FIRST RESPONDERS

*Boston Bruins Foundation*