



This is a “Best Practices” document for our Team Coaches and their Assistants.

### 1. General Team Building

- Always be looking to invite new people to join your leadership team or your team.
- Assess the spiritual maturity of potential team members via an application or interview that includes the potential member’s testimony. You need to be sure that team members understand the gospel and can articulate it at least via their own personal journey.
- Look for team members who are enthusiastic about the ministry but do not ride. These folks are critical to “man” the FCAMX pop-up/tent at the track. Incorporate their gifts into trackside outreach. Don’t overlook gifts that seem unrelated to MX. For example, great cooks and folks with the gift of hospitality can provide food to share. Games and even simple crafts provide a great diversion for kids who aren’t riding and even younger riders between motos. Tire changing and other simple maintenance. Figure out what volunteers are good at and enjoy doing – then figure out how to fit it in at the track.
- Pray and worship as a team. Have some non-MX outings as a team. Don’t get so focused on the details of pulling off a trackside presence that you fail to truly get to know and enjoy one another.
- Try to plan a schedule of track presences as well as non-track meetings at least 3 months at a time so folks can plan ahead. In general, consistent and clear communication is key.
- “Teach” team members what FCAMX is all about so they can accurately explain it to others. Practice the “FCAMX introduction” that folks manning the pop-up/tent should be able to share easily in conversation with those who come by to check us out. Don’t assume that everyone will be equally comfortable or good at this.

### 2. Stay connected

- Build electronic distribution list.
- Make a point to reach out to everyone on contact list at least once a month.
- Pick a day during the week to say hello to everyone that you can, texts are the quickest way to stay connected but phone calls always add that extra personal touch. Always return phone calls.
- Food and beverages bring people together easier than anything. Consider giving out water on race day and preparing lunch. Make a point to invite your team [contacts] to join you for the food but always reach out to people in surrounding pits well before meal time to let them know they are invited too.
- Events are always fun but quick calls to riders and families to meet at the track for practice are always appreciated.
- Make a point to ask team members about prayer needs, be prepared to share yours when asked.
- Race days can be crazy busy. Make a point to reach out to everyone you come in contact with, even just to say hello.
  - Work to build relationships with track owners / managers.

### 3. Trackside Promotions

#### A. Get Organized

- How will you reach people? Banners, give aways, hand outs? There are a lot of great ideas amongst the Team Coaches, reach out and ask them for ideas. Try new things and continue things that have worked.
- Note pad to write down ideas or questions that were asked of you at the track that you should follow up on.
- Write down the names of individuals that you meet right away including spouse’s name, children, bike numbers and classes

that they ride in any information that will help remember them by and associate in future conversations. Dog's name, where the work, prayer needs, etc.

- What will your pit area look like? Will you make a point to pit with others, or invite them to pit with you?
- Prepare a trackside ministry 'sermonette' to be ready when needed. Keep this back-up handy, sometimes the most unexpected opportunities arise.
- Prepare a hand out for the track. Key elements of the flier: Contact information, Mission and Vision of FCA, Brief overview of what an FCA Team is, future events, specifics of your daily activities and an area for interested riders and families to fill out information to be contacted. (a good place is the sign up table or at the gate if promoter allows)

#### B. Misc. Idea's

- Help families that have had injured riders. Talk to them, help them pack up quickly, or try to meet any need they have right away.
- Hole shot and slow shot awards at the races. (usually a t-shirt)
- Worst tire on the line. Have a few common sizes on hand.
- Give Aways- let people sign up throughout the day; draw winners at a designated time, could be at the end of a program, must be present to win. Include some mom-specific prizes. A condition of signing up to win is providing an email address or cell phone number (for texts). Build a database of these contacts. Send out blast emails about team activities. You need something to offer when people stop by – some reason for them to hang around. It's important for team members not to appear clique-ish. The person/people manning the pop-up/tent must feel comfortable talking to strangers and must be able to adequately explain what FCAMX is.
- Banners on EZ ups.
- Free hot dogs (check with promoter and make sure your not stealing business from concession vendor).
- Ride-a-Thons.
- Flat screen TV with camp video playing on a loop.

#### 2. Non-Trackside Promotion

- Social Media- Face book, mass texting, Twitter, etc.
- Contacting bike clubs via internet and their FB accounts.
- Putting flyers/posters at all the local bike shops.