



Team Guidelines and Best Practices

Team Focus and Priorities

1. 'Huddle' Bible Studies – This should be the core focus of our ministry in every new and established team. These huddles will foster on intimate relationships within the group that are grounded on God's word and regular prayer together. It is recommended that the group meet away from the distractions of the track monthly – in a home or other welcoming atmosphere.
2. Track Side Chapel Services / Invocation Prayer [Rider's Meeting] – Build relationships with track owners and promoters and ask for their blessing and support to host Chapel Services. Typically they will announce the service time and place and /or allow a Chapel Service to be held in conjunction with the rider's meeting. Offer to pray over the PA prior to the National Anthem.
3. Track-side Presence – FCA Motocross pit areas should be welcoming and presented with banners and signs whenever possible. Present information about the ministry, offer bibles, and be available to talk to people. Make a point to invite others to pit and encourage fellowship throughout the day.
4. Relationships with Track Owners and Promoters – Many times these relationships come easy, but others may not be as welcoming to promoting our ministry. Be consistent and continue to pray; look for ways to contribute back to the track and serve and be careful not to always be on the asking end.
5. Outreach – This is simply getting out and meeting people. Most people will not come up to even the most well-presented information table; however, they are likely to engage in a conversation if they are approached. Encourage outgoing individuals on the team to truly meet people, tell them about FCA Motocross, and invite them to an upcoming Team Huddle.

General Team Building

- Pray and worship as a team. Schedule non-MX outings as a team and be sure to not get so focused on the details of pulling off a trackside presence that you fail to truly get to know and enjoy one another.
- Always be looking to invite new people to join your huddle group, and ultimately your team. Reaching out to friends and families is equally important to reaching out to riders.
- Build relationships through spending time in God's word and praying together ~ ensure that each team member understand the gospel and can articulate it via their own personal journey.
- Individuals who are enthusiastic about the ministry but do not ride are critical to promoting the ministry at the track. Incorporate their gifts into trackside outreach and do not overlook gifts that seem unrelated to MX. Understand what each individual is good at and enjoy doing – then establish a way for them to use that toward FCA MX ministry.
- 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 about FCAMX fundamentals 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 and don't assume that everyone will be equally comfortable or good at this.

Stay connected

- Make a point to remember names and key information of individuals that you meet at the track
- Build electronic distribution list with emails and phone numbers whenever possible
- Make a point to reach out to everyone on contact list at least once a month, individually, just to say hello.
- 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 promptly.
- Food and beverages bring people together. Consider giving out water on race day and / or 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.
- Invite riders and families to meet at the track for practice times outside of race days and other events
- Make a point to ask individuals 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.
- Make a point to connect with track owners / managers when at the track, even to just say hello
- Reach out to other MX Team Coaches and Leaders to discuss ideas and questions

Trackside Promotions

1. Get Organized
 - How will you reach people? Banners, giveaways, fliers? Reach to other Team Coaches regularly and discuss ideas. Try new things and continue things that have worked.
 - Keep 'notes' and 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 ~ 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 FCA MX for your area, future events, specifics of your daily activities and a 'contact card'. (a good place is the sign up table or at the gate if promoter allows)



2. Misc. Ideas

- 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 you're not stealing business from concession vendor).
- Ride-a-Thons.
- Flat screen TV with camp video playing on a loop.

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.

Resources

- www.fcaresources.com