

# FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT  
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## BIKE RIDE

A benefit Bike Ride or Bike-a-thon is a great way to raise "lots" of money. Besides which, it's a great deal of fun.

Individuals are recruited to ride bicycles along a predetermined route under financial sponsorship for each mile they ride. (Detailed chairmen and committee guidelines are available.)

### STEPS TO SUCCESS

1. Meet with interested volunteers. Set weekend date (dependent upon activities within community, particularly school related activities), hours and tentative location for ride.
2. Appoint General Chairman. Responsible for coordinating all efforts. Working with Routemaster, secure any permission and permits as needed. Order Sponsor Lists, Collection Envelopes and Route Cards.
3. Appoint the following committees:
  - (a) Recruiting--Contact schools and school associated service clubs, businesses, clubs, organizations and individuals. Arrange for presentations. Using visual aids (example, film) present your benefiting cause and give information on route, prizes and fun. Print and distribute flyers with Sponsor Lists. Periodically check distribution points and maintain a supply of Sponsor Lists. Arrange for prizes to award to riders who raise the most money and return by due date.
  - (b) Promotion--Contact newspapers, television and radio stations. Prepare releases for school newspapers and special interest publications in your community. Arrange for feature stories on special riders. Prepare and distribute posters. Arrange publicity gimmicks prior to event. Arrange for media coverage during ride. Following event, release ride results and winners of prizes to media.
  - (c) Routemaster--Set route (preferably at least 20 miles long) and obtain permission, permits, etc. Arrange for checkpoints (four to seven miles apart). Secure volunteers for day of ride. Arrange for "on-the-road" assistance. Responsible for Registration of riders. Arrange for refreshments following ride. Supervise ride.
  - (d) Treasurer--Set up temporary bank account in the name of the benefiting charity. Assist Routemaster with Registration. Set

due date for collection of funds (two to four weeks following ride). Responsible for collection of funds. All funds received must be properly recorded, deposited and approved bills paid.

NOTE: Detailed guideline, assistance and supplies are available from ESA's Philanthropic Department. Ask for the Bike Ride Action Plan.