

FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT
ESA HEADQUARTERS - Drake Office Center
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KIDDIE TRACK (BIKE RIDE)

Sponsoring a Kiddie Track is not only a great deal of fun, but can be a good fund-raiser.

A Kiddie Track is conducted basically the same as a regular Bike Ride, (Action Plan available from World Headquarters). This event can be held in conjunction with a regular ride or held as a separate project.

STEPS TO SUCCESS

1. Meet with interested volunteers. Set date (dependent upon activities within community and whether or not held in conjunction with regular ride), hours, and location for ride. Determine age limit.
2. Appoint General Chairman. Responsible for coordinating all efforts. If held in conjunction with regular ride, coordinate all plans with General Chairman and other committees. Working with Routemaster, arrange for location. Secure any permission and permits as needed. Secure Sponsor Lists, Collection Envelopes, and Route Cards. Supervise activities during event.
3. Appoint the following committees:
 - (a) Recruiting--Contact elementary schools, day care centers, etc.; also, beauty parlors, grocery stores and other locations where mothers of small children can be found. Utilize Regular Sponsor Lists with "Kiddie Track" noted on top and "Block" replacing "Miles/Kilometer." If ride includes youngsters over five years of age, secure prizes to be used as incentives.
 - (b) Routemaster--Responsible for route and all entertainment or extras associated with it. Set up route (10-15 blocks long). Arrange for supervised street crossings, checkpoints, etc. Handle Registration in same manner as regular ride (maybe pin Collection Envelope to little ones to prevent loss before they get home). Secure helium balloons for all "vehicles," little gifts (give-aways from banks such as pencils, pads; coupons for ice cream, soft drinks, etc.). Arrange for hot dogs, chips, and drink after ride. Workers should dress as Clowns.
 - (c) Promotion--If held in conjunction with regular Ride, arrange for information on Kiddie Track to be included in all publicity. If

held alone, contact local newspapers, television and radio stations. Prepare and distribute posters and flyers. Arrange for media coverage during event. Following event, release results to media.

(d) Treasurer--Assist Routemaster with registration. Responsible for collection of funds. If held in conjunction with regular Bike Ride, funds collected should be turned over to Regular Ride Treasurer. If held independently, all funds received must be properly recorded, deposited and approved bills paid.

NOTE: For more information contact Lucille Dillon
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