



**A Journey Across the
Nation to Meet Needs Across the World**

Ride for World Health
Solidarity Ride Packet
2007-2008

Ride For World Health Solidarity Rides

Introduction

Thank you for your interest in Ride For World Health! The concept of solidarity rides has been created to increase our impact during our journey and also our fundraising efforts. Such rides can take two forms and Ride for World Health (R4WH) is excited that you are considering these options. One type of solidarity ride will in essence shadow the cross-country route. These rides will be used to augment the overall number of riders along various stages of the route in order to enhance the R4WH showing. All riders in this set-up will pedal alongside the cross-country group. However, all details relating to food, shelter, snacks, and repairs rest with the individual groups. R4WH will provide maps of the day's route along with vehicle access to all rest areas. These trips allow flexibility for those with a desire to join our cause but limited time to do this. The other type of solidarity rides will be essentially independent rides that use a route separate from the national ride. These may occur in conjunction with the cross-country ride as we travel through each city along the route, or they may occur at a distinctly different location or time from the national ride. These rides will resemble typical one-day weekend charity bike-a-thons. Local organizers will have much flexibility in creating these events and are encouraged to time the ride so participants can join the national riders as they enter the city.

To ensure the success of either type of ride, R4WH has created this document to assist in making such endeavors possible. *R4WH suggests attending to 5 general areas to ensure the success of your solidarity ride. These include insurance, route planning, donations, permits, and advertising.* Each area will address issues specific to either ride-along and/or major city solidarity type rides. With a few exceptions, suggestions in this document will help in both scenarios. Finally, when planning any ride, it is crucial to work closely with the logistics staff member assigned to the respective region. Please see the end of this document for logistics staff and their contact information.

Insurance and Permits

Most counties require one million dollars of liability insurance for charity rides. You can get insurance inexpensively through US cycling (www.mckayinsagency.com or www.usacycling.org). Another option is to partner with a local cycling club. Clubs generally have their own insurance policies for their riders, team rides, and any associated organized rides that are affiliated with the club. Please discuss insurance questions with Ride for World Health prior to purchasing additional insurance as additional rides that occur during R4WH's national ride (April 1st to May 27th) may be covered under their specific policy.

It is important to check with the area (county, city, or state) where the ride will be regarding permits needed to have the ride. Please contact the relevant R4WH logistics staff member for the area of interest. Please have insurance secured before applying for any necessary permits

Route

When planning a route, it is important to consider several factors including mileage, topography, rest stops and start/end location. In addition, having several mileage options is a great way to organize a ride that will appeal to a wide group of people. For example, having three mileage options, 20, 40, and 60 miles will appeal to a larger array of rider levels. Routes like this will commonly have 20 mile loops created starting from a shared start/end point.

If your route is hilly, or has a substantial climb, it is a nice feature to create a topographical map to include with ride highlights.

In addition to finding a great route, a start/end location is one of the most important features of your ride. Schools, churches (Sat. only) and business parks are great options. In addition to having plenty of parking, schools and churches might also have tables and chairs you can use for day of ride registration.

It is recommended to have rest stops every 20 miles. For ride-alongs, these are welcome to use the same site of the national route rest areas. The logistics staff will endeavor to have room for more than one or two vehicles to park at the stops in addition for adequate space for temporary shelter, a first aid station, and food and water. Also, safety should be a top priority. Safe practices include having locations that are safe for riders to enter and exit, avoiding having riders cross the road to access rest stops, and attention to dangerous intersections as well as blind curves.

Donations

Given that raising funds is a key goal of a solidarity ride, R4WH hopes that ride organizers can maximize fund-raising potential while keeping the overall expenses reasonable. Please note that R4WH is a 501(c)3 organization, therefore all monetary donations are tax deductible. Major city rides will be discussed first as those will have different fund-raising opportunities than the ride-alongs.

One effective strategy is through an entry fee. Some rides keep this low to encourage rider numbers, while others charge a high fee but have no minimum donation requirement. For both types of rides, setting minimum rider donation amounts can be quite successful in fund-raising. Amounts over \$100 are reasonable.

Getting food donated from local merchants is a great idea. Optimal donations are food that is near expiration date. In addition to food at rest stops, consider food like sport drinks, coffee, and bagels at the registration booth. It is relatively easy to get donations from a local bagel shop. A proven strategy to secure food product is to write letters to local businesses followed by a visit to management of the business during non-peak hours. It is imperative to do this far in advance of the event and to meet face to face with business owners to ensure success. Be aware that some stores will shunt the request to the corporate office. In this case, it is doubly important to do this months in advance of the ride to allow a typically longer process to occur. Local service organizations like

Kiwanis or the Lions Club can serve food at events free of charge. This is often done for such charity rides and would be ideal for the cause.

Advertising

Such bicycle rides have a cross over appeal with cyclists and people passionate about global health and activism in general. Advertising should meet two objectives, those of recruitment of riders and to raise awareness of the ride for financial and volunteer participation. Naturally, advertising should be focused at common groups and stores that embrace values shared by R4WH.

Most cities have active cycling groups and numerous bike shops. Most groups have email listservs and websites. Contacting the leadership of these organizations will help in achieving high yield outreach. Bike shops are usually more than happy to place a sign and brochures in prominent locations. Other areas include health clubs, community recreation centers, and universities.

Depending on location, groups interested in public health are another good target. Any university area is a good start, especially those with medical and public health schools. Hospitals are another possible venue, and have numerous employees, many of whom are active people. Areas like break rooms, cafeterias, and surgery locker rooms are common effective advertising areas.

Lastly, but certainly not least, personal connections oftentimes are the best resource to mobilize. Direct solicitation for riders, donations, and volunteers via phone, email, or actual letters can be extremely effective. It is also good to ask if friends, co-workers, and family know anyone interested in cycling or public health. R4WH riders are having success finding donors and volunteers for their own personal fund-raising.

Logistics Staff

For any questions related to general fund-raising and route planning, please contact the following logistics staff members:

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