



RODMAN RIDE FOR KIDS VIRTUAL RIDERS

Deadline: Ride Registration Wednesday, September 20

What is a Virtual Rider?

A Virtual Rider is someone who fundraises for the Ride for Kids, whether for the Ride's general fund or one of our Affiliate Charities, but does not ride on Ride day.

2017 Virtual Rider goal

Our challenge to each of you, our Affiliate Charities, is to sign up 10 Virtual Riders this year.

Registering Virtual Riders

- Virtual Riders sign up online, just like regular Riders. When they register, they will have an option to designate their Virtual Rider status.
- Each Virtual Rider's goal will default to \$500. You may increase or decrease this default for your organization on the back end of Blackbaud.
- Like regular Riders, Virtual Riders can form teams.
- The advertised deadline for Virtual Rider fundraising will be October 15. However, we will accept donations through our Ride fundraising deadline of Friday, November 17.

Virtual Rider rewards & recognition

From the Ride:

- When a Virtual Rider signs up and receives his first donation, he will receive a thank you letter along with a Ride for Kids wristband.
- If a Virtual Rider raises \$500+, he will receive a Rodman Ride for Kids t-shirt.
- Each affiliate charity will be responsible for reporting these benchmarks to the Ride. The Ride will then provide the Affiliate with the wristbands/shirts, and the Affiliate will distribute.

From the Affiliate Charity:

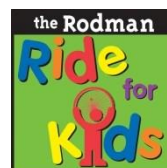
- We strongly encourage you to set Affiliate-specific benchmarks and incentives for your Virtual Riders, but we will leave it completely up to you!

Who is an ideal Virtual Rider?

- agency employees
- volunteers
- client families
- board members
- children & teens
- corporate sponsor employees
- people who live out of town
- people who are travelling or have another commitment on Ride day
- people who support your organization but don't ride bicycles

HELPING YOUR VIRTUAL RIDERS FUNDRAISE

Virtual Riders are more likely to get enthusiastic about their fundraising if they have an activity tied to it. Having an activity will also help make asking easier, because they are "doing" something their friends and family can sponsor. Below are some examples to inspire you and your Virtual Riders



- **Physical Activities**

- Ride 25 miles on a stationary bicycle
- Walk 100 miles in 100 days
- Swim 50 laps
- Ride the exact Ride route on a different day
- Ride 500 miles collectively as a Virtual Rider team
- Climb 100 flights of stairs in 10 days
- Attend 25 Spin/Zumba/etc. classes
- Hike 2,500 feet in elevation
- Walk 250,000 steps
- Complete a race – 10K, triathlon, etc.

- **Non-Physical Activities**

- Perform 25 hours of community service
- Perform 25 random acts of kindness
- Read 25 books
- Sit through 25 meetings

- **Throw a Party**

- Host a wine tasting. Ask guests to bring a block of cheese and a donation.
- Host a BBQ. Ask guests to bring their favorite condiment and a donation.
- Host an Ice Cream party. Ask guests to bring their favorite topping and a donation.
- Host a yard sale. Ask friends & family to contribute items.
- Host a game night and have a \$30 buy-in. Winners get 50% and 50% goes to the fundraising.

- **Connect to the Cause**

- Knit 25 blankets for an infant/toddler program
- Sponsor a specific client or family
- Spend 50 hours tutoring a child.

Affiliate-Organized Competitions

- For friend groups with babies & young children, have Virtual Riders use their baby's name & photo on their page and see which baby can raise the most money.
- For programs with multiple sites/programs, get employees/clients/volunteers from each site to participate and reward the site that raises the most money with a pizza party or special outing.
- If you have multiple sponsors in the same industry (banks, insurance companies, etc.) ask employees at each company to form Virtual Rider teams and reward the company that raises the most money with a plaque or trophy.
- Host a mini Ride for kids to participate and raise money.

Helpful Hints & Ideas for Virtual Riders to “Make the Ask”

- Ask 10 friends and family members for \$10 each to raise \$100 in 1 day.
- Set up a table outside a local business to collect donations
- Ask 10 local businesses you frequent to donate \$50 each to raise \$500 in one day.
- Ask all of your Facebook friends to donate \$2 each
- Post often on social media, and be sure to vary days and times to maximize exposure.
- Don't forget about your company's matching gifts program!

