

Trike & Bike Toolkit

PRESENTED BY

Cedar Point





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GLOSSARY

Champion—an individual in a community that hosts an independent Trike & Bike ride to benefit pediatric cancer research at Cleveland Clinic Children's.

Junior Rider—a child who participates in a Trike & Bike ride.

VeloSano Kids—the fund for pediatric cancer research at Cleveland Clinic Children's. 100% of all dollars raised by Junior Riders goes directly to this fund.

About Trike & Bike

Little Wheels, Big Cause

From striders and tricycles to training wheels and beyond, Trike & Bike, benefiting VeloSano Kids, is a community initiative that invites our youngest supporters to get involved in an important mission: raising money for lifesaving pediatric cancer research at Cleveland Clinic Children's.

Trike & Bike events are independent fundraisers hosted by community leaders. These rides enable schools, communities and neighborhoods to come together and make a difference. Intended for younger riders who may not be ready to tackle the 12-mile Fun Ride on VeloSano weekend, Trike & Bike introduces them to the world of fundraising, fitness and philanthropy. Held throughout the year, these events provide the opportunity to ride laps around a one-mile course, or smaller loops around a "Tot Lot." Best of all, 100% of the dollars raised by Trike & Bike participants supports pediatric cancer research at Cleveland Clinic Children's.

We are truly grateful for Community Fundraising Champions who organize Trike & Bike events. By hosting a Trike & Bike, Champions are inspiring the next generation of VeloSano riders while helping countless young patients.

About Pediatric Oncology Research

Cancer is the number one cause of death by disease among children. One in 285 children will be diagnosed with cancer. Only 4 percent of federal government cancer research funding is allocated to study pediatric cancer research, and since 1980, fewer than 10 drugs have been developed for use in children with cancer.

Cleveland Clinic Children's is a long-standing and active member of the Children's Oncology Group, whose mission is to prevent and cure childhood and adolescent cancer through scientific discovery and compassionate care. Cleveland Clinic Children's has dedicated facilities specifically geared toward the needs of children and adolescents who come from around the world. Each gift, no matter how much, funds the important research taking place to save and improve the lives of our children. When you support Trike and Bike, you're providing hope. You're making science in the lab become a reality in the hospital for our patients and families affected by cancer – now and in the future.



Whether it's on two wheels or three, getting closer to a cure – **one pedal at a time.**



Remember: It's a Ride, Not a Race



Trike & Bike events are meant to be bike rides, not races. They are intended to be inclusive and enjoyable for all Junior Riders no matter their age, size or skill set. We suggest that two different routes are established to encompass every rider. Get creative with the routes! Have them in a neighborhood, park, community center or anywhere that allows children to ride safely. Police presence is a necessity to block needed streets and to ensure the safety of the Junior Riders. It is advised to allow children to ride however little or however much they want, up to a predetermined time limit.

Make it Fun!

To bring energy and excitement to the event, we suggest you go “all out” when it comes to extras. Whether it's music, balloons, games, raffles, snack stations, or crafts, feel free to get your creative juices flowing and make Trike & Bike a fun and memorable experience for everyone.

Remember the Cause

Bringing it all together, a celebration could be held at the conclusion of the event. A check presentation revealing the amount raised by Junior Riders is a fun way they could be recognized for their fundraising achievements. If possible, find someone with a connection to the cause to address the attendees, stressing the importance of what the Junior Riders have accomplished and the impact they are making in the fight against pediatric cancer. It's also always in the best interest of the Champion to take the time to thank Junior Riders, their parents and any sponsors of the event for making the event possible.



How Cleveland Clinic Can Help



Whether you are a fundraising novice or a seasoned expert, thorough planning and logistics are vital to the success of your event. The information in this toolkit will help you organize and host a memorable and rewarding event to benefit the young patients at Cleveland Clinic Children's.

Here's what we can do to help ensure that your Trike & Bike is a success:

- › Provide the tools to manage the registration process and donations on VeloSano Kids Webpage
- › Provide participant waiver for online and in-person registration
- › Answer questions and share fundraising best practices
- › Offer Trike & Bike specific guidance including budget planning, timeline of events, and examples of creative materials
- › Provide a letter of support to assist with your solicitation efforts for sponsors, monetary donations and in-kind gifts
- › Offer tips on how to find volunteers for your event
- › Provide "Benefiting VeloSano Kids" logo
- › Offer fact sheet about pediatric cancer research
- › Supply Champion with poster template, sponsorship letter template, bike plate template, bib template and thank-you letter template for your Trike & Bike
- › Issue tax receipts for donations

In addition to these items, we will be able to give your event exposure through the following channels:

- › *Cleveland Clinic in Your Community* social media
- › Cleveland Clinic Children's *InnerPulse* Newsletter
- › VeloSano social media channels
- › *Get Involved With Cleveland Clinic* e-mail blast
- › Recognition on VeloSano weekend
- › Publicize your Trike & Bike on our Upcoming Events webpage

Our team has limited quantities of the following supplies that you can check out in advance of your event. If you are interested in using these items for your event, please contact the Trike & Bike Project Manager:

- › Cones
- › VeloSano feather flags
- › Spray chalk
- › Pennant flags
- › Course arrows
- › Landmark signs
- › VeloSano/sponsor fence banner



Planning Guide

The following is a timeline to help to get your planning underway.

✓ STEP 1: LET OUR TEAM KNOW YOU WANT TO BECOME A CHAMPION

Contact **Adam Gundlah**, Trike & Bike Project Manager, at gundlaa@ccf.org or 216.448.0685. He will be your point of contact throughout your experience.

✓ STEP 2: FORM A PLANNING COMMITTEE

Bring together a group of people who are enthusiastic about the mission. Make sure they have the **time to make the event a success**. Host calls or meetings throughout the planning process to ensure planning stays on track.

✓ STEP 3: CHOOSE THE “RIGHT” LOCATION AND DATE

There is no “wrong” place to hold a Trike & Bike event as long as it is safe. Schools, neighborhoods, parks and community centers are a good place to start. When selecting a date, try to **avoid weekends when other events are already taking place** in the community, especially VeloSano weekend.

✓ STEP 4: CREATE A BUDGET

Develop a detailed budget of expenses and income. Identify items on your budget that could be donated by local businesses. Use your planning committee’s network when asking for these donations or in-kind gifts. (Refer to the sample budget at end of toolkit.)

✓ STEP 5: SET UP AN EVENT PAGE ON CLEVELAND CLINIC GIVING WEBSITE

Notify our team that you are ready to create a personal fundraising page for your event. All Junior Riders will be directed to this page for registration and will create their own personal fundraising page at giving.ccf.org/trikeandbike.

✓ STEP 6: SPREAD THE WORD!

Consider who will be most likely to attend your event and **determine the best way to reach them**.

✓ STEP 7: HOST THE EVENT

Your Junior Riders are ready to roll for a great cause. Don’t forget to have fun and **enjoy seeing your hard work pay off!**

✓ STEP 8: CONGRATULATIONS!

Acknowledge yourself and your planning committee for organizing a successful Trike & Bike. **Send thank-you letters and e-mails** to Junior Riders and sponsors to let them know the impact they’ve made by supporting your event.

✓ STEP 9: MAIL DONATIONS

Some Junior Riders may accomplish all of their fundraising online. Others may bring their fundraising money to your event. For offline donations, please send them with a Donation Submission Form to **Adam Gundlah, 3050 Science Park Drive, AC-322, Beachwood, OH 44122**.

✓ STEP 10: SHARE YOUR SUCCESS



Our team would love to let you know how the funds your event raised made a difference for pediatric cancer research at Cleveland Clinic Children’s. **Don’t forget to save the date for next year’s event!**



About the Event



We are extremely grateful to Trike & Bike Champions for organizing Trike & Bike rides to support pediatric cancer research at Cleveland Clinic Children's. While we will be able to supply you with some basic materials and support, the Trike & Bike Champion will be responsible for most aspects of the ride. Here are some things to think about when it comes to planning the event itself. This is not an all-inclusive list, but it would be in the Champion's best interest to follow these suggestions. By all means, build out this list to make the ride your own and make any additions that you see fit.



Staffing

- Event volunteers
- Medical staffing & supplies
- Police and fire presence (for community outreach purposes)

Venue

- Restroom access
- Pop-up tents and weights
- Tables and chairs
 - For on-site Registration/donation collection
 - For snacks and resting
- Sound system
 - Microphones for announcements

Route

- Any necessary permit(s)
 - Event permit
 - Street closure permit
- Day-of waivers
- Day-of registration forms



Rest Stops

- Beverage stop
 - Halfway through route
 - At Start/Finish
- Snacks

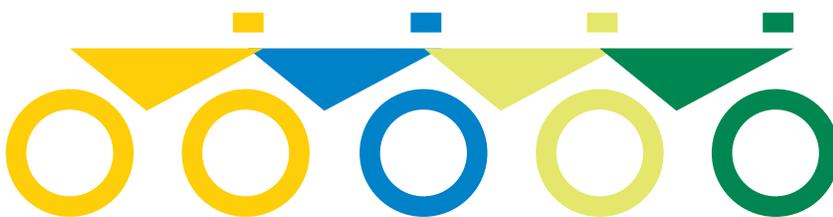
Food & Beverage

- All food, snacks, beverages
- Serving supplies
- Coolers, dispensers, and ice
- Lemonade stand
- Sanitary items, gloves

Event Supplies

- Registration materials
 - Pens
 - Scissors
 - Markers
 - Clipboards
- Raffle items
 - Tickets
 - Collection bowl
 - Raffle prizes
- Tools
 - Utility knife
 - Extension cords
 - Hammer
 - Power strip
 - Bike tire pump
 - Duct tape

- Entertainment
 - Bubbles
 - Chalk
 - Noisemakers
 - Music
 - DJ
- Cash Management supplies
 - Cash box (lockable)
 - Donation box
- Cleaning supplies
 - Rubber gloves
 - Sanitary wipes
 - Hand sanitizer
 - Trash cans & bags





Checklist for Success



The following are key items and checklists that you, as the Trike & Bike Community Fundraising Champion, may want to consider. Let's get to it!

Suggested Pre-Event Checklist

- Identify location for your Trike & Bike ride
- Determine safe route
 - Designate a First Aid area on route
 - Designate Rest Stop area(s) on route
- Contact local officials to let them know the event is taking place
- Secure proper permit(s)
 - Event permit
 - Road closure permit (If necessary)
- Begin promoting your Trike & Bike in your community
- Begin promoting your Trike & Bike on social media channels
- Ensure proper number of volunteers for: (suggested numbers)
 - Check-in (2)
 - Registration (2)
 - Rest stop(s) (4-6)
 - Course supervision (4-6)
 - Raffle table (2)
 - Floaters (assist where help is needed) (2-3)
- Secure volunteer DJ with sound system and microphone
- Work with local businesses to donate snacks and drinks for participants and volunteers
- Secure tents and tables for registration and check-in areas
- Print registration list for event day
- Print waivers for late registrants
- Print registration forms for late registrants
- Create or collect props for photo opportunities
- Create check for check presentation
- Materials for activities
- Have safety rules ready to be read
- Cause-related speaker
- Mark for laps ridden (rubber bands, to be worn around wrist)
- Develop an inclement weather plan



Always remember the most important aspect of Trike & Bike: safety.

Make sure Junior Riders and their parents know that helmets are required, bikes must be in good riding condition, and that children follow all safety instructions.



Suggested Event Timeline

- **8:30 – 10:30 a.m.**
 - 8:30 – Check-in opens, late registration
 - 9:00 – Opening ceremonies
 - Safety announcements
 - National anthem
 - Remarks from Trike & Bike Community Fundraising Champion
 - Remarks from cause-related speaker
 - Countdown to ride
 - 9:15 – Rides begin
 - ~10:15 – Rides end
- **10:30 – Raffle prize drawing & recognition**
 - Select and announce raffle winners
 - Announce and recognize Top Fundraiser
 - Announce total raised
 - Check presentation
 - Photo of group
 - Final remarks and thank-you from Trike & Bike Community Fundraising Champion

Suggested Routes

Trike & Bike rides are intended for participants ages 3 to 11. Junior Riders who feel comfortable can ride on a one-mile loop as many times as they can in an hour. Junior Riders who may not be able to ride the mile loop can ride in a Tot Lot. A Tot Lot is a course marked by cones in an empty parking lot or section of the parking lot on-site, where younger riders can ride in loops under parental supervision.

When selecting a location, it would be in best interest to research your community on Google Maps. Identify potential locations for your Trike & Bike. Then visit them in person. Some potential locations to hold a Trike & Bike event include:

- Park
- Neighborhood
- Recreation center
- School
- Community center

Some additional aspects to think about when it comes to the location of the Trike & Bike are:

- Open, safe, scenic area with shelter for inclement weather
- Ability for streets to be easily closed for safety of Junior Riders
- Parking lot large enough for parking in addition to Tot Lot
- Route that can be completed by all Junior Riders
- Large gathering area for start/finish line and post-ride celebration



All About Fundraising



100% for the cure

Thanks to support from our corporate partners, 100% of funds raised by Junior Riders directly supports lifesaving pediatric cancer research at Cleveland Clinic Children's. To maximize the donation to the cause, we advise a **\$25** minimum fundraising goal for Junior Riders. To help cover a majority of operating costs, we suggest that Junior Riders are charged a **\$15** registration fee. You are free to charge a different amount for the fee and goal, but we have found these suggested amounts to be accommodating to all Junior Riders. Please let our team know if you are interested in adjusting these amounts prior to setting up your Trike & Bike page.

Using Your Participant Center

The Participant Center is your headquarters for all things Trike & Bike. For a comprehensive guide and step-by-step instructions, please refer to our Participant Center Guide located online under Champion Resources on the Trike & Bike website.

Among other actions, the Participant Center will allow you to:

- Create a personalized page for your Trike & Bike event
- Track up-to-the-minute donations
- Post updates to social media platforms
- Enter offline gifts
- Accept credit card donations online from sponsors and participants
- Immediate access to online fundraising tips
- View list of registrants
- Send e-mail updates

Fundraising “Training Wheels”

As a Trike & Bike Champion, part of your role is to motivate Junior Riders to fundraise and reach their minimum fundraising goal. Here are some tips for fundraising encouragement:

- **Reach out to everyone:** Send status e-mails that shows Junior Riders their progress. For example, state how many riders have met or exceeded their minimum fundraising goal.
- **Be a cheerleader!** Make sure you congratulate Junior Riders when they reach a milestone such as receiving a large gift or holding a fundraiser.
- **Announce perks:** Make sure you tell Junior Riders what they receive for being the top fundraiser for their ride.



Three Simple Steps to Securing Sponsors



Having sponsors for your Trike & Bike is a way for your entire community to get involved. With monetary or in-kind gifts to your event, you can further advance pediatric cancer research. Feel free to follow these steps to secure local sponsors, and watch your expenses go downhill!

STEP 1: Use Your Network

Think of those that you are connected to in your community. Are there local businesses that would get involved and support your event? Brainstorm and create a list of those in your community that you would be able to rely on to donate necessary goods or donate funds to help offset your costs for your Trike & Bike.

STEP 2: Give Your “Commercial”

Explain what Trike & Bike is to your potential sponsors. Have a 15- to 30-second explanation, or “commercial,” ready. Explain why the event is important to you and express that by supporting the event, your potential sponsors are helping support pediatric cancer research at Cleveland Clinic Children’s. It’s always great to mention that gifts are tax-deductible. Tax letters for in-kind gifts can be sent upon request. Monetary gifts can be processed through your Personal Fundraising Page as offline gifts and sent to **Adam Gundlah, Trike & Bike Project Manager, 3050 Science Park Drive AC-322, Beachwood OH 44122.**

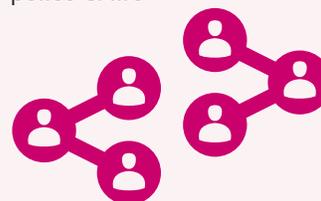
STEP 3: Follow Up

Once you have received confirmation of support from sponsors, remember to follow up. Check-in with your sponsors periodically to ensure that their support such as logos for materials and in-kind gifts will be received before your event. It would also be valuable to thank them for their support and helping turn your Trike & Bike from an idea to a reality.

Potential Sponsorship Opportunities

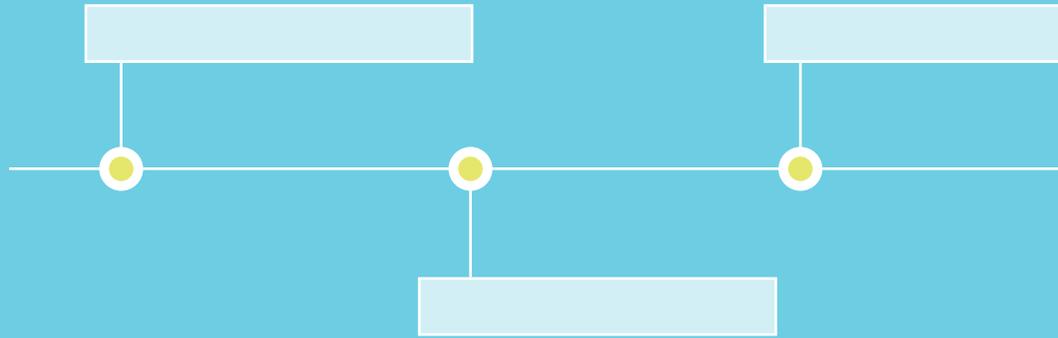
Many aspects of your Trike & Bike can be supported by sponsors. In addition to a logo on the participant shirt, here are some other ways your sponsors can gain visibility from your Trike & Bike:

- › Start line sponsor
- › Lemonade stand sponsor
- › Snack station sponsor
- › Ice cream sponsor
- › Arts & crafts sponsor
- › “Touch a Truck” with police & fire





How to Promote Your Event



TRADITIONAL MEDIA

6 to 8 weeks before your event

- Develop a media list to make it easier when distributing press releases and media alerts about your Trike & Bike. Create a spreadsheet of names, e-mails, and phone numbers for local newspaper and online editors.

4 weeks before your event

- Create your pre-event press release and send to our Trike & Bike Project Manager for helpful tips and feedback.
- E-mail your pre-event press release to local media to increase awareness about your event. After asking for media coverage, inquire if they have a community events calendar that your event can be added to or if they're willing to post information about your event on their social media assets.
- Reach out to local online outlets in your community.

2 weeks before your event

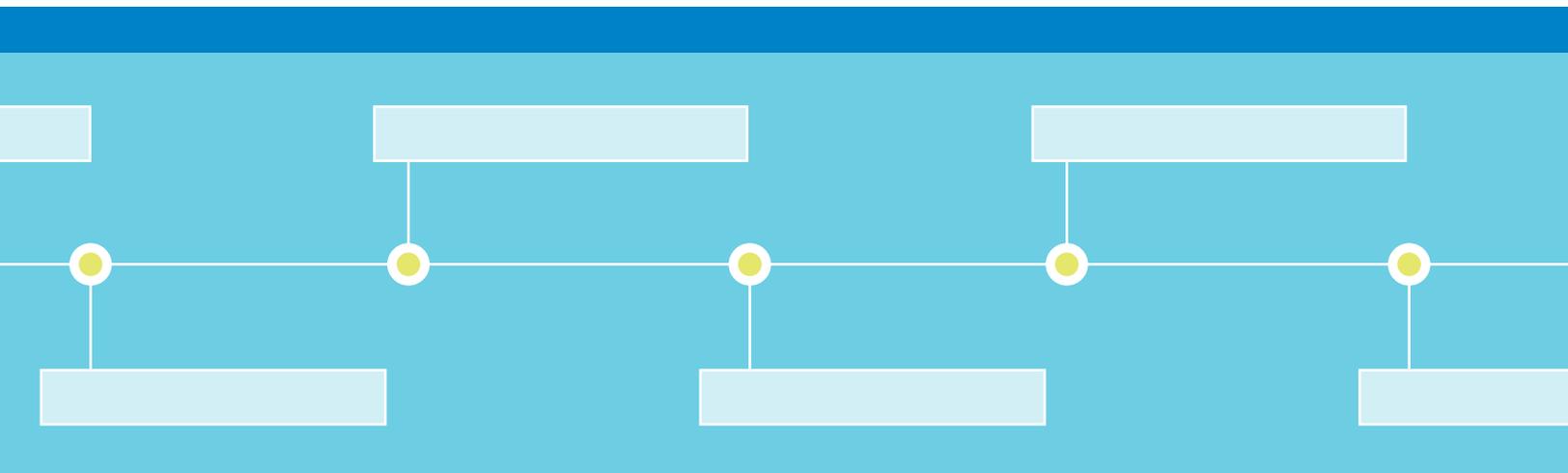
- Update your pre-event press release with new information such as estimated attendance and additional sponsors. E-mail the revised release to media.

Day before your event

- E-mail media alert with the basic information about your Trike & Bike (who, what, when, where, why) to your media contact list. Follow up with a call to encourage event participation and media coverage.

As soon as fundraising total is available

- Distribute a post-event press release with your fundraising total to local media. Make sure to include photos from your event.



SOCIAL MEDIA

6 to 8 weeks before your event

- Introduce the Trike & Bike to your friends and followers. Tell them why you created this event to benefit Cleveland Clinic Children’s and VeloSano. Don’t forget to use the hashtag #TrikeAndBike

4 weeks before your event

- Make sure to let your followers know the specific date, time and location of the Trike & Bike.
- Provide link to your online fundraising page whenever you post. This way, supporters who are unable to be at the event can still support your Junior Riders.
- Continually post updates about the progress of your Trike & Bike event. Keep your followers up to date with new sponsors or supporters.
- Post on community and school social media pages.

2 weeks before your event

- Post updates about your Trike & Bike with facts and figures about Junior Rider numbers, sponsors and key activities planned.

Day before your event

- Emphasize that time is starting to run out to get involved in your Trike & Bike. Update your friends and followers about your fundraiser.

As soon as fundraising total is available

- Post total fundraising amount.
- Post photos and thank your sponsors and supporters.
- Don’t forget to tag supporters. When you tag your supporters, your post shows up in their friends’ newsfeeds as well.

Sample Social Media Post

Did you know your child’s tricycle can help save a life? On Saturday, June 9, I am hosting the Bay Village Trike & Bike benefiting VeloSano Kids. Children as young as 3 are able to take part in this event, in which 100% of money raised supports lifesaving pediatric cancer research at Cleveland Clinic Children’s.

To sign up for this event, as well as for more information, please visit **[insert team personal fundraising page link]**. If your children are unable to participate, I hope you will consider making a gift to my event to support the cause. #TrikeAndBike



Frequently Asked Questions



How do I order participant shirts for my event?

In order to have all of your Junior Riders outfitted in an official Trike & Bike T-shirt for your event, we ask that you use our preferred vendor. This process allows you to add local sponsors to the back of your shirt. Two weeks prior to your event, please send the order sheet to Adam Gundlah and he will connect you with the vendor to begin the order process.

- Please include “[Community Name] Trike & Bike Order” in the subject line.
- We advise that you add additional shirts of your count to include day-of registrants.
- T-shirt order sheets can be found under Champion Resources on the Trike & Bike website.

Are there available materials to use for my event?

We have a variety of ride-day materials to help support your Trike & Bike. Please see the bottom of Page 4 of this toolkit for a list of these materials. Please note that these items are on a first-come, first-serve basis and must be picked up from our office at 3050 Science Park Drive, Building 3, Beachwood, OH 44122. E-mail Adam Gundlah, Trike & Bike Project Manager at gundlaa@ccf.org to coordinate a time for pick-up.

Where should I send cash/check donations?

All cash and check donations can be entered via the Participant Center as offline gifts. However, they must be sent to the Trike & Bike Project Manager **Adam Gundlah, 3050 Science Park Drive, AC-322, Beachwood, OH 44122**. Please include a Donation Submission Form found in the Trike & Bike Champion Resources for proper processing. Checks should be made to “VeloSano” or “Cleveland Clinic.”

How can I view a list of Junior Riders?

We will provide you with weekly registration reports on a pre-determined day that includes the Junior Rider’s name, shirt size and fundraising amount. The last report will be sent on a predetermined date the week of your Trike & Bike during normal business hours (8:00 a.m. – 5:00 p.m.), at which time online registration will close. Any day-of registrants will be added to the report on the day of the event.



The inaugural Hudson Trike & Bike was planned and coordinated by Michael Coburn, a dedicated VeloSano Rider and member of Hudson Velo Club. Here's what he said about why he chose to host a community fundraiser and the impact it made on participants:

"I was overjoyed about the fact that so many people came out and enjoyed getting their kids involved in philanthropy at an early age. The course allowed kids to ride as little or as much as they wanted and feel like they made a difference. We raised a very significant amount from this event, which is a testament to the kids. I believe it definitely brought greater awareness of VeloSano to Hudson, and I can't wait to see what we can do with these Trike & Bikes in the future."

