



SCHOOL
on WHEELS
MASSACHUSETTS

Educate Kids
Empower Families
End Homelessness

Team Fundraising Guide

2012 Rodman Ride for Kids

A fundraising banner for the Rodman Ride for Kids. On the left, a logo features the text "the Rodman" vertically, "Ride" in large colorful letters, "for" in small letters, and "Kids" in large colorful letters, with a stylized bicycle wheel integrated into the letter "i". The background of the banner is light blue with faint silhouettes of people. In the center, a black road with white dashed lines curves to the right, with two green silhouettes of cyclists riding on it. Below the road, a white speech bubble contains the text "Goal: \$90,000". At the bottom left, the text "RODMAN RIDE FOR KIDS" is in red, and "SEPTEMBER 29, 2012" is in purple. At the bottom right, there is a photograph of two smiling cyclists wearing helmets and blue and yellow jerseys.

Table of Contents

School on Wheels of Massachusetts.....	3
Mission	3
We Believe	3
Our Programs	3
What is the Rodman Ride for Kids?	4
About the Organization.....	4
About the Ride.....	5
Ride Day.....	5
Signing up for the Rodman Ride for Kids	6
What if I can't be there on September 29 th , but want to participate?	6
How to register as a virtual rider.....	6
How to make a donation to the Ride in support of School on Wheels.....	6
How to Create Your Fundraising Page.....	6
How to Update Your Fundraising Page	7
Organizing a Team for School on Wheels.....	7
Training for the Ride.....	7
Some Food for Thought.....	7
Fundraising Ideas.....	8
How Long Can I Collect Donations?.....	8
Individual Fundraising Ideas	8
Learn From the Best.....	9
A Few Ideas Outside of the Box	9
Are You Part of a Larger Team?.....	9
And Another Way to Fundraise: Upcycle Electronics	10
Appendix	11
Sponsor Form.....	12

School on Wheels of Massachusetts

Mission

The mission of School on Wheels of Massachusetts is to educate children impacted by homelessness by providing academic support and one-on-one mentoring so children can reach their full potential.

We Believe

EVERY CHILD deserves the right to a quality education.

EDUCATION is the key to unlocking a brighter future and breaking the cycle of homelessness.

COMMUNITY SUPPORT is vital in helping us achieve our goal of providing academic stability and hope for all children in our state who have no permanent home.

Our Programs

Tutoring: School on Wheels trains community volunteers for one-on-one tutoring with students in pre-K through grade 12 who are impacted by homelessness. To provide stability, the tutor meets with the same child each week to reinforce grade level learning skills, work on school projects and help boost the child's self esteem. Tutors serve as a mentors and positive adult role models for their students to help them realize their full potential in the classroom and beyond.

Preschool Readiness: Group preschool sessions led by volunteer tutors teach important school readiness skills and help children build confidence and develop an interest in learning. Young children ages 3-5 work closely with volunteers to learn about important social skills and basic academic concepts including colors, numbers and letters.

Family Read-Aloud: The Family Read-Aloud Program offers time for parents and children at our program sites to listen to interactive stories read aloud. New books are given to each child to help them build their own personal library and encourage families to read together. The Family Read-Aloud brings families together to create positive experiences with books that instill a lifelong love of reading.

Parent Support: We partner with parents to provide school advocacy for their children's education. We coordinate parent/teacher meetings to help parents understand their children's educational needs and help them advocate for the services that are available through the school.

Post-Shelter Support Services: When families move out of shelter, School on Wheels moves with them. We provide continued support to families regarding their children's education after moving out of shelter. Our staff can help parents with school registration, transfer of records, uniforms and supplies to make the transition to a new school easier for the child. When possible, students can continue to receive one-on-one tutoring.

Backpack and School Supply Drive: School on Wheels provides students with the tools they need for success in the classroom. Each child is given a brand new backpack filled with supplies and books, packed by our community volunteers. Additional supplies are available throughout the year for school projects and classroom activities.

High School Plus: This program offers guidance and assistance for students impacted by homelessness who are in high school and are interested in continuing their education. The High School Plus students are connected with colleges or vocational programs, as well as other local agencies to help them move forward with their plans. School on Wheels will assist with the application process, including financial aid, SAT registration, college visits, and scholarship opportunities. School on Wheels helps pay for school fees, books, housing deposits, and dorm supplies.

Over 12,000 high school students are homeless in Massachusetts; sadly up to 75% will drop out before graduating. School on Wheels provides services that help students graduate high school and continue their education.

What is the Rodman Ride for Kids?

About the Organization

Founded in 1991, the Rodman Ride for Kids is an umbrella matching gift charity that raises funds for youth-focused social-service agencies that support at-risk children in Massachusetts. The Ride for Kids and its affiliated agencies fundraise year-round, culminating with The Ride event, the nation's fourth largest noncompetitive charity cycling tour, each fall.



Tom Brady, Honorary Chairman of the Rodman Ride for Kids, with Ride Founder, Don Rodman.

Their mission is to have every kid live as we would want our own kids to live. Affiliated agencies, along with other beneficiaries, raise funds through corporate sponsorships and ridership.

In turn, the Ride matches those funds at a rate of 10% when the agencies meet their predetermined fundraising goal. (School on Wheels of MA's goal in 2012 is \$90,000.) The expenses associated with the Ride for Kids are less than 3% of the total revenue, and they are all underwritten. This means that when someone donates to Team School on Wheels of MA through the Rodman Ride for Kids, every 110% of their donation helps close the academic achievement gap facing children in high-need communities across the Commonwealth.

For more information please visit: www.rodmanrideforkids.org.

About the Ride

The 2012 Rodman Ride for Kids is scheduled for **Saturday, September 29th** in Foxboro, MA. This is a fully supported charity cycling event. This means you will receive a route map and the route will be marked along the way. Across the course, you will find volunteer-staffed water stops along the way, volunteer cheerleaders and traffic cops who both inspire you and make sure you navigate tricky turns and everyone is obeying the rules of the road, and, of course, a sag wagon in the unlikely event you poop out.

Riders register to try and raise at least \$1,500 and cycle 25, 50 or 100 miles for one of the 48 children's charities affiliated with the Ride. When you join Team School on Wheels of MA, we promise we will give you lots of support and suggestions along the way.



Ride Day

Riders are required to wear a helmet. Riders are encouraged to bring a change of clothes so they can enjoy the end of Ride BBQ in comfy clothes. (Shower facilities are courtesy of Gold's Gym.)

All cyclists are asked to arrive at least 30 minutes before their start time. Members of Team School on Wheels of MA will check in both with School on Wheels of MA and then with the Rodman Ride for Kids volunteers at least 30 minutes before their appointed start time. Be prepared to have to park at Gillette Stadium. Leave plenty of time to make the short walk from the parking lot to the start line and registration tables.

When you check in with the Rodman Ride for Kids you will get your official bib number and be required to sign a liability waiver.

Once you've checked in you can head to the breakfast tent to grab fruit, coffee, donuts, and other breakfast goodies.

At the end of the Ride you will be greeted by School on Wheels of MA volunteers, and receive a goody bag courtesy of the Ride sponsors. You will also get a free hot lunch courtesy of sponsors from Aramark and other generous sponsors.

Turn in all donations to a School on Wheels staff member on the day of the Ride, rather than at the Ride for Kids table. School on Wheels would like to record all donations in our office before turning them in to the Ride office. We want to make sure we properly thank our Ride for Kids donors and add them to our database.

Signing up for the Rodman Ride for Kids

Go to:

<http://www.kintera.org/faf/home/default.asp?ievent=1027663>

1. Click **Register Here** on the top left of the page.
2. Corporate or other community teams riding for Team School on Wheels of MA should select **Start a Team**. To join an existing team, select **Join a Team**. To sign up as an individual, select **Join as an Individual**.
3. Follow the instructions, including setting a recognizable username and a top secret, but easy to remember, password.

Note When you register, you decide what distance you hope to ride: 25, 50 or 100 miles.

You also need to set a fundraising goal when you register. The Rodman Ride for Kids suggests you need to raise \$1,500 to participate. DON'T PANIC. We will give you loads of support to do your best to reach this goal.

What if I can't be there on September 29th, but want to participate?

You don't have to ride on September 29th to raise money for School on Wheels of MA. You can register as a virtual rider or just make a general donation to the Ride on behalf of School on Wheels.

How to register as a virtual rider.

Go to <http://www.kintera.org/faf/home/default.asp?ievent=1027663>

and follow the instructions to register as an **individual rider**. When you are asked how many miles you are riding select **virtual rider**.

How to make a donation to the Ride in support of School on Wheels.

Go to www.bit.ly/RBJxQe and enter a donation amount.

How to Create Your Fundraising Page

Once you have registered at:

<http://www.kintera.org/faf/home/default.asp?ievent=1027663>

you can set up your own personal page or team page with text, photos, and more. We recommend setting up your fundraising page as soon as you register for the Ride.

Include information on your personalized page about your interest in cycling to support School on Wheels, so people who make a donation to your ride really understand what you are riding for.

Take a few minutes to re-read the information on the first page of the guide, or head over to our website, www.sowma.org, to learn more about our work. Then jot down some notes about why the mission or programs speak to you.

The point is to make a personal connection with School on Wheels of MA and the people you are asking to donate to your ride. Having trouble with this part of it? Give us a buzz. We're happy to help. Please contact **Nicole Jensen** at nicole@sowma.org or call 508-587-9091.

Once you've set up your fundraising page, you will get a link to send to friends, family, co-workers, etc. to ask them to make a donation to your ride. You can also post it on your Facebook page, and share it through other social networking tools like Twitter, Map My Ride, etc.

How to Update Your Fundraising Page

From your individual fundraising page you can send emails, run donor reports, and access other important information.

We invite you to regularly update your page with pictures of you training, details on upcoming fundraising activities, etc. After the Ride is over, consider updating your page with a picture of you on the finish line, and offer a note of thanks to everyone who supported your ride.

Organizing a Team for School on Wheels

Many of the riders on Team School on Wheels of MA are organized through their workplace, neighborhood, college, and even their gyms. Some of the benefits of signing up as a group rather than an individual include:

Team building: This is great if your practice group at the office, or your spinning class at the gym wants to do something charitable and/or fun to help the group members bond together. There are plenty of internal competitions and activities you can host (e.g. most miles trained, most money raised) to inspire the group to bond.

Training buddies: If you prefer to have someone to train with, registering as part of a team may give you a group of people you can call on to prepare for the Ride.

Training for the Ride

The Rodman Ride for Kids is not a bike race. It is a charity ride that is an enormous amount of fun. We have seen people of all ages ride – from young children on trail-a-bikes, to octogenarians riding to support their favorite children's charities. Whether you regularly bike 25 miles or you are pushing yourself with a 50-mile Ride, members of Team School on Wheels of MA should train at least a little for the Ride. This will help you maximize enjoyment and minimize injury.

Some Food for Thought

If you are riding on Team School on Wheels of MA as part of a corporate or other community cycling team (e.g. organized by your gym), consider going on training rides with other team members. We suggest group rides with individuals who will ride the same distance that you do on September 29th.

If you aren't riding as part of a corporate or other team, try joining one of the many informal cycling clubs across Massachusetts. These groups organize regular rides of varying lengths,

and offer local route maps that you can easily download to help vary your cycling routine. Some of these clubs include:

- ✓ Charles River Wheelmen: <http://www.crw.org/>
- ✓ Back Bay Cycling Club: <http://www.backbaycyclingclub.com/>
- ✓ Northeast Bicycle Club: <http://nebc.us/>
- ✓ Seven Hill Wheelmen: <http://www.sevenhillswheelmen.org/>
- ✓ Cyclonauts Bicycling Club: <http://www.cyclonauts.com/>

Post regular training updates on your personalized Rodman Ride for Kids fundraising page, your Facebook page, Twitter feed or LinkedIn page. Consider some variation of *“This weekend I biked 75 miles in the White Mountains. Next training ride I’m shooting for 85 miles. Then, I’ll be just about ready to ride 100 miles in the Rodman Ride for Kids on September 29th. I’m cycling to close the academic achievement gap with School on Wheels of MA. Thank to everyone who has made a donation so far. If you haven’t click here...”*

Organize motivational training competitions among members of your corporate or other community group cycling for Team School on Wheels of MA. For example, name someone the “Cycling Master of the Week” based on the number of road miles cycled the previous week. Give the Cycling Master of the Week a perk, like a special plaque to hang on her office door or in his cube, or a special shout out on your team’s Rodman Ride for Kids fundraising page.

Fundraising Ideas

How Long Can I Collect Donations?

Your individual fundraising page will be open until November 30, 2012. While you will do your best fundraising in the weeks and months leading up to the Ride on September 29th, remember donations may be made to your ride and School on Wheels of MA through Thanksgiving.

Individual Fundraising Ideas

Email: Email a short note with a link to your fundraising page to everyone you know. Remember, no one will give to your ride if you don’t ask ☺ Recycle the information on your personalized fundraising page to create the text of your email. You can send emails directly from your personalized fundraising page.

We are all overloaded and miss things on email from time to time. Consider sending at least two emails to your network so those people who missed it the first time are more likely to get the information.

Social Media: Use your social media outlets, like Facebook, Twitter, LinkedIn etc., to announce you are riding for Team School on Wheels of MA to close the academic achievement gap. Include the link to your personalized fundraising page.

If you use a workout tool like “Map My Ride”, consider broadcasting a Rodman Ride for Kids plug with your training notes. For example, *“I just biked 40 miles because I’m training for the Rodman Ride. Visit (insert link here) to learn more.”*

Use these tools to thank your supporters, and to keep people updated on your training and fundraising progress, and to nudge people to make a donation if they haven't already.

Corporate Matching: Ask your place of employment to make a donation to your ride, or ask if they make matching donations (so you give \$50, they give \$50).

Ask friends if their employer makes matching contributions; if so, ask them if they'd be willing to complete the paperwork to secure matching funds from their place of work.

What Goes Around Comes Around: Reach out to people to whom you've donated to in the past. The great thing about fundraising for a cause that you believe in is reaching out to those you've supported in the past and give them an opportunity to pay it forward.

Note All donations made towards your ride as a member of Team School on Wheels of MA are tax deductible to the extent allowed under the law. School on Wheels of MA will send a formal thank you note and tax receipt to all of your donors.

Learn From the Best

Parent Teacher Organizations are masters at hosting successful community-based fundraisers.

Hop online and Google "PTO fundraising" to find a handful of sites with creative ideas and tips for hosting successful bake sales, garage sales and raffles.

A Few Ideas Outside of the Box

Ask your faith-based organization to consider donating a portion of the weekly collection to support your fundraising efforts.

Host a tag sale, bake sale, car/bike wash, or other small community fundraiser and donate a portion of funds raised to support your fundraising efforts.

Having a birthday or other celebration before your fundraising portal is shut down on November 30th? Ask friends and family members to make a donation to your Ride in lieu of giving you a gift.

Are You Part of a Larger Team?

Contact a local restaurant or pub and ask them to help you raise some money for the Ride by offering you a % of the bills for a night! Invite all your friends to the restaurant and encourage them to make a donation! Make it a team fundraiser where you get as many people to come in as possible and split up the amount brought in! Many restaurants offer this as a community service including Papa Gino's, Uno's, and Flatbread Pizza.

Ask a local business to donate something (e.g. a bike, gift certificate, etc.). Sell raffle tickets for \$1-\$5, with all the proceeds going to your team.

Hold a 50/50 tournament (e.g. Bag-O, Ladder Golf, etc.) with a financial "buy in." Half the money raised goes to the tournament winner and the other half goes towards your team's Ride.

And Another Way to Fundraise: Upcycle Electronics

Turn your old electronic devices and gadgets into a life-changing experience for a child through School on Wheels of MA Upcycling campaign! Your old iPod, smartphone, DVDs and videogames are just a few of over 60,000 electronic items that can be Upcycled in three easy steps to benefit at-risk youth –all while keeping e-waste out of landfills.

- ✓ Gather your old electronics and ask your friends for theirs, too!
- ✓ Enter your items on the Upcycling website.
- ✓ Print the pre-paid shipping label from Upcycling.
- ✓ Pack your items and drop the box at your local UPS location.
- ✓ Bonus step: Share our Upcycling link on your Facebook or Twitter accounts to get more support! Upcycling will process your donation and apply the value to your Rodman Ride fundraising total!

To get started today, visit:

<http://www.kintera.org/faf/home/ccp.asp?ievent=1027663&lis=1&kntae1027663=0702E3181DF5476DA562C999CE26C53A&ccp=630761>

Appendix

Sponsor Form

☐ Yes! I would like to sponsor: _____
from School on Wheels of MA as they Ride for Kids!

Name: _____

Organization: _____

Email Address: _____

Address: _____

City, State, Zip: _____

Phone: _____

Gift Information: **Amount:** ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$200 ☐ Other: _____

☐ Enclosed is my check payable to: **The Rodman Ride for Kids/School on Wheels** **In the memo, please write "Team SOWMA" or*

Please charge my: ☐ Visa ☐ MasterCard

Credit Card No. _____ Exp. ____/____

Signature: _____ Date: _____

School on Wheels Rider: _____

Please Send To: SOWMA 790 West Chestnut Street Brockton, MA 02301

Sponsor Form: ☐ Yes! I would like to sponsor: _____
from School on Wheels of MA as they Ride for Kids!

Name: _____

Organization: _____

Email Address: _____

Address: _____

City, State, Zip: _____

Phone: _____

Gift Information: **Amount:** ☐ \$25 ☐ \$50 ☐ \$100 ☐ \$200 ☐ Other: _____

☐ Enclosed is my check payable to: **The Rodman Ride for Kids/School on Wheels** **In the memo, please write "Team SOWMA" or*

Please charge my: ☐ Visa ☐ MasterCard

Credit Card No. _____ Exp. ____/____

Signature: _____ Date: _____

School on Wheels Rider: _____

Please Send To: SOWMA 790 West Chestnut Street Brockton, MA 02301