



Suggested Timeline

When participating in an endurance ride, it's critical to plan ahead to ensure you achieve success with fundraising & spreading of awareness.



3+ MONTHS BEFORE RIDE DATE

- Create your fundraising page on www.rettrideacrossamerica.com
- Share your excitement with friends & family; create a 'buzz'. Be sure to make it personal.
- Develop a training program if needed for your cycling requirements.



2 MONTHS BEFORE RIDE DATE

- Host a launch party to get your community excited about your efforts
- Solicit sponsors & pledges. Create your FRANK list for ideas (Friends, Relatives, Acquaintances, Neighbors, & Kid connections)
- Share story & fundraising link on social media with personal story & training updates
- Send out press releases to local tv/media; see Media Kit



1 MONTH BEFORE RIDE DATE

- Finalize pledges & sponsors
- Continue to share story on social media; create engaging posts with photos or videos
 - See Social Media tips



RIDE DAY

- Enjoy the ride! Remember your 'why'
- Post updates on social media from your event
- Collect outstanding pledges & send to Rettsyndrome.org



AFTER RIDE

- Send your donations to Rettsyndrome.org
- Send out personal "thank you" notes to donors
 - Post pics recapping the event on social media. Tag [@Rettsyndromeorg](https://www.instagram.com/Rettsyndromeorg) on Instagram or [@Rettsyndrome](https://twitter.com/Rettsyndrome) on Twitter. Use #RRAA

PARTICIPATION REQUIREMENTS

- Be at least 12 years of age to ride alone. If you are under 12 years of age please ride with an adult.
- Helmets are required.
- Please make sure your bike is safe and ready to ride.
- Please follow your local cycling laws.

HOW TO TURN IN DONATIONS

- Mail the donations into:
Rettsyndrome.org, 4600 Devitt Drive,
Cincinnati, OH 45246
- Please have checks made out to Rettsyndrome.org with RRAA & rider name in the memo

Visit www.rettrideacrossamerica.com or email Jackie Ventura at jventura@rettsyndrome.org.