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2023 Rodman Ride for Kids

TEAM THINKGIVE RIDER GUIDE

IMPACTING KIDS ONE MILE AT A TIME

Saturday, September 23, 2023; 7:00 AM - 4:00 PM @ 38 Neponset Avenue, Foxboro, MA
Ride arrival times: 50 miles - 8:30 AM; 25 miles - 9:45 AM



ThinkGive Team Lead/Contact:

Hannah Brewster, Program Coordinator,
hannah@thinkgiveproject.org

ABOUT THINKGIVE

[ThinkGive](#) promotes emotional well-being in K-8 youth. Our social and emotional learning (SEL) programs empower youth to put kindness, empathy, and inclusion into action to connect with and positively impact themselves, others, and their communities. Students overwhelmingly report strong increases in feelings of connection, belonging, self-esteem, and empowerment.

One of our top priorities is to expand access to our programming so that every student can access the SEL needed to develop their whole selves and promote emotional well-being. Last school year, our Every Child Scholarship initiative brought ThinkGive to 1,750 under-resourced youth at 38 schools and organizations who otherwise often lack access to programs like ours. Our goal in 2023-2024 is to engage 2,500 students at 45 scholarship sites.

ABOUT THE RODMAN RIDE FOR KIDS

ThinkGive was selected as a charity partner with [Rodman for Kids](#), an organization that offers 43 youth-serving nonprofits a cost-free convening platform to raise funds for their programs and engage in collaborative opportunities.

On September 23, 2023, [Team ThinkGive](#) will participate for the first time in the annual Rodman Ride for Kids, a leisurely bike ride of 25 or 50 miles. All riders commit to raising a minimum of \$2,000 by October 31st, 2023. 100% of the funds raised by our team will go directly back to ThinkGive. Rodman covers all of the event and fundraising expenses for the ride. Virtual team members may complete an activity of their own choosing and commit to raising at least \$500.



REGISTER WITH TEAM THINKGIVE

To join our team and secure one of our 15 bike ride bibs, visit [our team fundraising page](#) and follow these steps:

1. Click “register now.”
2. Select your participant type (25 mile rider, 50 mile rider, or virtual participant).
3. Your role is “**individual**,” not “join a team” or “create a team!”
4. Set your fundraising goal to \$2000 if you are riding the 25 mile or 50 mile ride and \$500 or more if you will be a virtual participant.
5. Fill in your address information.
6. Check “I agree to the terms and conditions.”
7. Confirm your registration.
8. Personalize your page with your photo and why you are participating on behalf of ThinkGive!



FUNDRAISING

Don't be intimidated by the fundraising goals; ThinkGive staff is here to help! Here are some tips and ideas to get you started:

- Email outreach: Dig out that holiday cards list and start emailing! [Here are templates](#) that you can personalize and send to your contacts, letting them know about your participation in the ride and requesting contributions to your effort. Send emails one at a time to avoid getting caught in spam filters, or consider grouping familiar names such as family, work colleagues, college friends, local friends, etc.! Send a reminder email in a few weeks.

“I used the email template you provided to craft an email to friends and family. I asked for small amounts as my goal is the \$500 amount. \$375 came in on day one!” - Jennifer Clarke, Team ThinkGive



FUNDRAISING, CONT.

- Text messaging: Don't have email for everyone? Send a text message with a link to your fundraising page, such as: "Hi NAME! I'm participating in the Rodman Ride for Kids for ThinkGive. Can you help me reach my fundraising goal with a \$__ donation?" Copy your fundraising page link or Venmo QR code into the message. (Venmo note: You will then need to make the donation to Rodman yourself and the donor will not receive a tax deduction.)
- Social media: [Here are templates](#) you can use or create your own content. Follow ThinkGive on [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#) to share our posts about the ride and link to your fundraising page.
- In-person: Talk about ThinkGive and your involvement in the Rodman Ride wherever you go!
 - Shopping: Ask your favorite local stores to donate to your fundraising page. ThinkGive offers [marketing benefits for sponsorships](#) of \$1,000 and up.
 - Work: Share your involvement in Team ThinkGive with colleagues and invite them to contribute to your effort. [If your company matches donations](#), remind those who donate to submit a request. Find out who handles charitable giving at your company and [ask for sponsorship](#).
 - Home: Host a get-together for friends and/or family and ask for any amount they can give towards your fundraising goal.
- DonorDrive app: Download the app for [Apple IOS](#) or [Android](#) and search Rodman for Kids, then Team ThinkGive, then log-in for quick access to your fundraising page and sharing tools, including:
 - Creating a Facebook fundraiser
 - Tweet fundraising updates
 - Fundraise with a QR code
 - Share your page on social and text
 - Adding contacts to send fundraising requests and updates



If you have questions about fundraising, contact ThinkGive's Director of Development Ginger Berman: ginger@thinkgiveproject.org.



FUNDRAISING SESSIONS

- ThinkGive support: Join our [next team meeting](#) on August 9th, when we will discuss fundraising tips, techniques and more! After the meeting, we'll post a recording of the meeting to that same link.
- Rodman for Kids support: Please register for one of Rodman's **required** Participant Best Practices Webinars presented by John Lanham, CFRE, of Demont & Associates. These webinars are designed to equip you with tactical tools that will help you reach (or exceed!) your Ride fundraising goals, ensuring the greatest possible impact on kids who need our help the most. All sessions will cover the same content, so choose the one best suited to your schedule.
 - [Tuesday, August 8th at 12PM-12:30PM](#)
 - [Tuesday, August 29th at 4:30PM-5PM](#)
 - [Wednesday, September 13th at 7AM-7:30AM](#)



TEAM COMMUNICATION AND COLLABORATION

Team ThinkGive is using the social platform Neki for team collaboration. [Join Neki here](#) to chat with ThinkGive staff and one another, share your fundraising and ride (or other activity) preparation progress, and/or ask questions. This is a private social platform for just our team!

