Dear (Merge),

Thank you for joining Team Wildflower and this year’s Virtual Rodman Ride for Kids. We are so grateful for your participation and generosity. Like so much in 2020, this year’s Rodman Ride will be quite different than it has been in the past. However, the most important reason to participate remains the same. We are riding to help Wildflower campers and families rediscover life after the devastating loss of a parent. Every dollar you raise is used to support our families. We can’t do it without you. Let’s get started!

**“100 for $100K” Campaign**

The theme for this year’s ride is inspired by Wildflower’s plan to serve 100 children in 2021. Our goal is to build a team of 100 Riders to Raise $1,000 Each to a Total of $100,000 for our Families. While this is an ambitious goal, we are committed to making it happen. You have already helped us take the first steps toward realizing our goal . . . you have joined Team Wildflower. Read on for more details:

**Your Fundraising Page is Ready**

I have created a fundraising page for you. Please take a look by using the following link and information to log into your page. Please let me know if you would like to make changes to your story or your photo. I have populated that information just to get you started. I would be happy to make your edits (or feel free to go it alone).

<https://rodmanrideforkids.donordrive.com/index.cfm?fuseaction=donorDrive.participantList&eventID=585&filter=participant>

Login: your email address

Password: xxxxx

**This Year’s Event is Virtual**

Saturday, September 26 is Virtual Ride Day. You have the option of riding 25 or 50 miles on September 26 on a route of your choosing. This might be a fun way to commemorate the ride and focus your training as well as your fundraising.

Another option is to “Create Your Own Adventure”. See the attached sheet for ideas including efforts such as spinning, knitting, walking, reading and lots more.

**Meet Elli and Eli, our 2020 Ride Captains**

Elli Loria and Eli Scribner-Moore are dynamic young professionals who have been Wildflower volunteers for years. They enthusiastically agreed to be this year’s Ride Captains. You will be hearing more from them over the next several months so stay tuned for their emails and posts.



**Incentives**

Also attached is an Incentive Plan – that is a list of fun and free items you and your donors will receive when you hit certain fundraising goals. Rodman has really gotten creative by offering a terrific list of incentives to keep you motivated. Take a look and see what’s waiting for you!

**Sample Fundraising Letters**

Please start your fundraising outreach early. Take a look at the attached sample letters you can customize to email to friends and colleagues. Social media is another great way to get the word out. Post on Facebook or your other channels. Need help? Let’s talk. We can get creative together!

Let’s be in touch. I’m sure you will have a lot of questions about the new Virtual Rodman Ride. I would love to talk through the details. There is a lot to be excited about. Thank you again for joining Team Wildflower.

Regards,

Laura

Laura Krotky

Director of Communications

781 325-2320

