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**Rodman Zoom Meeting**

25 June 2020

Wildflower: Helping Kids Rediscover Life After Loss

**Team Wildflower & the Rodman Ride for Kids**

**How to Recruit Riders**

Build a Campaign: 100 Riders 🏶 $1,000 Each 🏶 Support 100 Kids

* Create potential rider list
* Email an invitation to join Team Wildflower and follow up with phone call

**Create Fundraising Page for each rider**

* Send follow up email once their page is live to login info
* Follow up with phone call to get the rider excited about the event

Present ideas for virtual activities

* We used Rodman’s samples

**Recruit Ride Captains**

* Tap energetic donors to spread the word about the ride
* Send outreach materials under their signatures

**Promote the Rodman Incentives – Add your own, too**

**Support materials – sample fundraising letters, talking points**

**Questions?**

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