



## 2022 RIDE FOR KIDS PARTNER ORGANIZATION INCENTIVES

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### INCENTIVE 1

- Recruit 35 participants by 7/31
- Each participant raises \$500 by close of fundraising, 11/1
- Your org receives \$2,500

*Total Potential Incentive Cost- \$112,500*

### INCENTIVE 2

- If participant raises \$500 in any one-month period (May, June, July, August, September, October) they are entered to win one of ten \$500 donations, made to your Partner Organization in their name.
- There will be ten winners, drawn randomly from those who qualify, each month.
- These funds *do not* count toward the participants' or the affiliate charity's fundraising goal.

*Total Incentive Cost - \$30,000*

### INCENTIVE 3

- If affiliate charity meets both their fundraising and participant recruitment goals, it receives a \$1,000 donation from the Ride.
- If affiliate charity exceeds both their fundraising and participant recruitment goals by 10% each, it receives a \$2,500 donation from the Ride.
- If affiliate charity exceeds both their fundraising and participant recruitment goals by 20% each, it receives a \$5,000 donation from the Ride.

*Total Potential Incentive Cost- \$225,000*