



UNDERSTAND AND ALIGN WITH RODMAN FOR KIDS' VISION & MISSION

- We believe every child deserves access to the programs, resources, and opportunities that need to dream, grow, and succeed.
- We are committed to raising resources, building capacity, and creating experiences for youth-focused organizations, their leaders, and the kids they serve.

UNDERSTAND THE OPPORTUNITY OFFERED THROUGH THE RIDE FOR KIDS

- The Ride is a structured campaign that is intended to be used as a fundraising platform to support your organization's work with children.
- The Ride gives you maximum flexibility in your efforts to fundraise and broaden your base of supporters by providing a first-rate, cost-free *in-person and virtual* event.
- The success of the Ride depends on the full participation of every Partner.

COLLABORATION & PEER LEARNING

- You will seek out and take advantage of opportunities to work with and learn from your peers at fellow Partners, with the goal of improving the quality and scope of the important work you are already doing.
- You will be prepared to coach, share, and collaborate with other Partners.
- You will be open to mentor/mentee relationships with other Partners.

YEAR-ROUND ENGAGEMENT

- Meetings & Representatives
 - Identify a Ride Lead, an experienced member of your staff who can take full advantage of the Ride's opportunity.
 - [Your Lead will attend all 6 mandatory Ride Partner meetings.](#)
 - Make every effort to have the appropriate staff person [represent your organization at Leadership Learning Series seminars](#) when the topics are appropriate.
- Ride Day
 - [Your Lead will be present on Ride Day](#)
 - [Distribute bibs only to riders who have committed to raising \\$1,500+ for your organization](#)
 - Volunteers
 - [Recruit a minimum of 6 volunteers for Ride Day, and 1 volunteer for set-up on the day before the Ride.](#) (Even the smallest organizations will be expected to help us assemble the hundreds of volunteers needed to make the Ride safe and successful. Each organization's specific volunteer requirements will be determined based on their capacity, and in many cases will exceed the minimum.)
 - [Field a Road Crew Team if selected in the Road Crew lottery.](#) A Road Crew team is a team of two volunteers who will fulfill a two-day volunteer commitment on the Road Crew (Ride Day and the preceding Friday.) At least one volunteer on the team must commit to both days; the second volunteer can be a different person each day.)
- Social Media & Websites
 - [Like and follow Rodman for Kids three primary social media channels](#) (Facebook, Instagram, and LinkedIn)

- [Engage with our social media accounts](#) through likes and shares, when appropriate, in an effort to align our brands and enhance community awareness.
- [Adhere to provided logos and messaging](#) when talking about Rodman for Kids on your social channels, website, email newsletters, etc. to ensure our brand appearance and messaging is consistent.
- [Recognize Rodman for Kids as a partner by placing the Partner Badge on your website.](#)
- Reporting, Feedback & Progress
 - [Complete simple reporting metrics](#) as requested by the Rodman for Kids staff and Ride for Kids Advisory Board.
 - [Complete surveys](#) and respond to requests for feedback or marketing assets in a timely manner.
 - [Participate in two brief check in calls](#) per year with Rodman for Kids staff.

MAXIMIZE YOUR FUNDRAISING SUCCESS

- [Establish financial and participant goals](#) that are both aggressive and realistic for your organization. Your goals will be recorded by the Ride and tied to some incentives. Challenge your team to exceed them.
- [Increase your goals each year to encourage continued growth. A minimum goal of \\$15K is required for first-time Partner Organizations.](#)
- Share the Ride for Kids incentive plan with your stakeholders and use the [incentives](#) as an opportunity to increase fundraising and engagement.
- Place as much, or more, emphasis on your [virtual participants/campaign](#) as the in-person Ride
- In accordance with the Ride Brand & Events Guide, [follow Ride guidelines for branding](#) all digital and print marketing collateral associated with your Ride campaign.
- [Utilize DonorDrive to track all participant registration and fundraising.](#)
- [Enter 100% of your offline gifts into DonorDrive in a timely fashion, and completely by 11/1/22.](#)

We have reviewed Rodman for Kids' 2022 Partner Organization Expectations and are committed to participating this year. We understand that our organization's Partner status will be reviewed on a year-to-year basis, based on our demonstrated commitment to the Ride and upholding of the established expectations.

Organization name

CEO/ED signature

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Ride Lead signature

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Board Chair signature

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Voted by the Board of Directors on *(date)*_____.