

Rodman 2022



RODMAN FOR KIDS

COMMITMENT TO PARTNER ORGANIZATIONS

Rodman for Kids is committed to offering a comprehensive approach to helping our Partners expand and improve their organizations' capacities to help kids.

Every organizational decision we make will be guided by our vision– to give every child access to the programs, resources and opportunities they need to dream, grow and succeed.

Rodman for Kids is investing \$650,000, plus incentives, to provide our Partners with a platform for fundraising, collaboration, and learning. Help us help you by committing fully to your participation in the Ride for Kids.

100% of the funds you raise, plus the incentives you earn, will go directly to your organization.

- We will organize and manage the Rodman Ride for Kids and cover all costs associated with the event, including platform & credit card fees for funds raised through Donor Drive. (Please note donors will be offered an opportunity to cover a 2.5% credit card fee. The Ride will pay all other fees including credit card fees the donor elects not to cover.)
- We will host Ride Partner Organization meetings regularly from spring until fall. These meetings will be focused specifically on the Ride and how best to run your campaign, with a heavy focus on idea sharing and peer learning.
- We will host Professional Development seminars and invite anyone on your team to join them. These seminars will address topics requested by our Partners, for example: Board Development, Social Media Marketing, and Donor Stewardship.
- We will communicate meetings, deadlines, and other key information in a timely manner. The full schedule of mandatory meeting dates and 2022 deadlines will be set in the spring to allow Partners to plan accordingly.
- We will set up a platform (Donor Drive) for rider registration and fundraising. The platform will be turnkey and ready for you to use with minimal customization required.
- We will support your Ride for Kids fundraising efforts in capacities including but not limited to:
 - Donor Drive support
 - Strategies for participant recruitment & fundraising
- We will offer a compelling incentive program that will help your organization broaden your base of supporters, motivate your participants to raise more funds and ultimately reward you financially for meeting and exceeding your goals.
- We will process all Ride disbursements and mail them to you before year-end.

- We will support and encourage collaboration with your fellow Partners by:
 - Providing networking and collaborative opportunities
 - Serving as a connector. If you reach out to us with needs you have, skills you are looking to improve upon, etc...we will make every effort to connect you with another Partner, Ride Advisory committee member, or someone else who can help.
- We will seek your feedback at meetings, and through phone calls and surveys, and we will carefully consider this feedback when making decisions around the Ride event, incentives, etc.
- We will list your organization, including a link to your website and Ride fundraising landing page, on our website.
- We will follow your organization's social media accounts, and will engage with and share your posts when appropriate.
- We will feature one Partner Organization per week on our social media channels.