



**BOYS & GIRLS CLUBS
OF METRO SOUTH**



2023 RODMAN RIDE

CYCLING FOR A CAUSE

SEPTEMBER 23, 2023

**BOYS & GIRLS CLUBS OF METRO SOUTH
RIDE TEAM TOOLKIT**

PLEASE REGISTER TODAY:

[HTTPS://TINYURL.COM/2023BGCMSRODMANRIDE](https://tinyurl.com/2023BGCMSRODMANRIDE)

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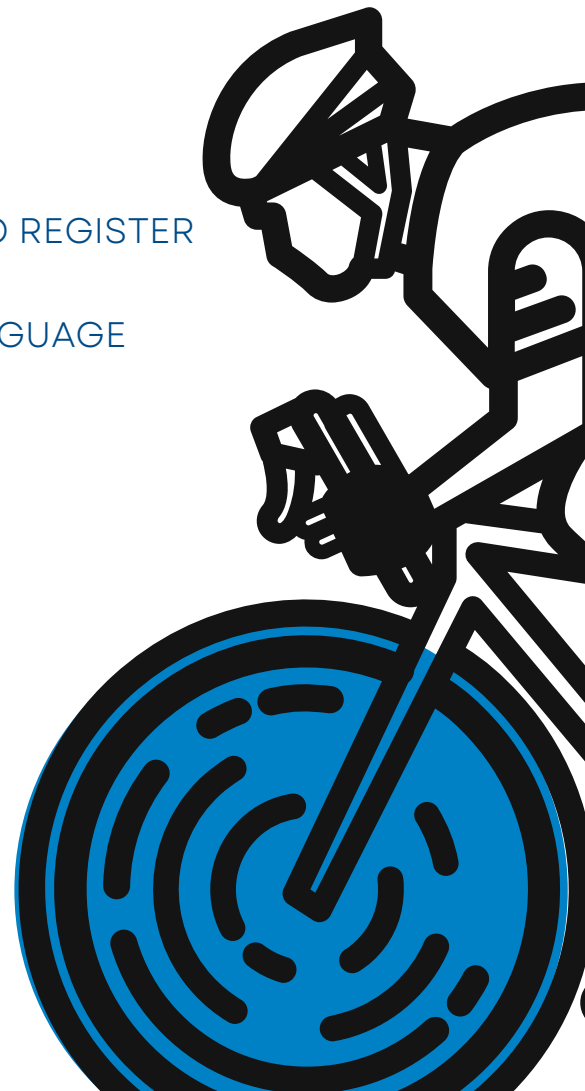
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ABOUT BOYS & GIRLS CLUBS OF METRO SOUTH



OUR VALUES

SAFETY | INCLUSIVITY | INTEGRITY | EMPOWERMENT | ACCESS

OUR MISSION

To nurture strong minds, healthy bodies, and community spirit through youth-driven, high-impact programs in safe and fun environments.



Boys & Girls Clubs of Metro South is the preeminent youth development organization in Southeastern Massachusetts, serving more than 2,500 youth ages 5-18 annually from nearly 50 communities at our Clubhouses in Brockton and Taunton, Camp Riverside, and beyond.

As chartered members of Boys & Girls Clubs of America, we employ the national Movement's "Formula for Impact" model that focuses on three priority outcomes: Academic Success, Healthy Lifestyles, and Character & Leadership Development. We believe in an interdisciplinary approach to youth development, and so we work to address the root causes of the challenges facing our region's youth. When a child's basic needs – from nurturing to nutrition – are not met, they struggle to thrive in the classroom and to make smart choices during out-of-school-time.

Every child deserves an equal chance to pursue the American Dream. Every day, we're helping Metro South youth build great futures for themselves, their families, and their communities.



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Floor Taunton, MA 02780
(508) 812-3119

TAUNTON CLUBHOUSE

31 Court Street
Taunton, MA 02780
(508) 824-4341

BROCKTON CLUBHOUSE

233 Warren Avenue
Brockton, MA 02301
(508) 584-5209

CAMP RIVERSIDE

388 Harvey Street
Taunton, MA 02780
(508) 824-3311

bgcmetrosouth.org



@BGCmetrosouth

OUR PARTNERSHIP WITH RODMAN FOR KIDS

**JOIN OUR TEAM!
MAKE A DIFFERENCE FOR OUR KIDS!**



RODMAN FOR KIDS' MISSION

"WE ARE COMMITTED TO RAISING RESOURCES, BUILDING CAPACITY, AND CREATING OPPORTUNITIES FOR YOUTH-FOCUSED ORGANIZATIONS, THEIR LEADERS, AND THE KIDS THEY SERVE."

Rodman for Kids shares Boys & Girls Clubs of Metro South's belief that every child deserves access to the programs, resources, and opportunities they need to dream, grow, and succeed.

Rodman for Kids is an umbrella matching gift charity raising funds for youth-focused social-service agencies that support underserved children in Massachusetts. Rodman for Kids and its affiliated agencies fundraise year-round, culminating with The Ride for Kids cycling event held each fall. The Rodman Ride for Kids is the #1 athletic fundraiser in the nation solely supporting at-risk youth and has raised more than \$150 million dollars since its inception!

The 2023 Rodman Ride for Kids will be held on **Saturday, September 23rd**, but you can start now! You can participate by choosing to ride the 25 or 50-mile routes, or you can "choose your own adventure" and join our team by working to complete a personally significant goal -- even if it has nothing to do with getting on a bike!

When you participate in the Rodman Ride for Kids and help raise funds for Boys & Girls Clubs of Metro South, 100% of the donations you bring in will directly benefit our Club members!

We ask that you sign up today and do whatever you can to support our Clubs and youth. For more information on all things Rodman Ride, please visit [\(insert updated link\)](#)





BOYS & GIRLS CLUBS
OF METRO SOUTH

BEGIN YOUR JOURNEY EARLY!

GET YOUR WHEELS TURNING WITH BRAINSTORMING

While you wait for **2023 Rodman Ride** registration to open and team websites to be launched, check out some ideas for how you can kick-start your fundraising efforts by getting conversations started about your efforts to support **Boys & Girls Clubs of Metro South's** mission through your commitment to join our **Rodman Ride Team!**



DEVELOP YOUR PERSONAL CASE FOR SUPPORT

Begin thinking about your personal "why" and how you will tell your story to crush your fundraising goal! Reflect on what makes you excited about representing BGCMS in the Rodman Ride and draft your very own mission statement to help your friends and family connect with your passion so they'll get fired up to help support you.



CHOOSE YOUR OWN ADVENTURE EARLY!

If you are planning to join the team in a "Choose your own adventure" style, depending on your chosen path, don't be afraid to begin early! For example, if you're choosing to complete your mileage through walking, consider setting an ambitious goal that can be chipped away at over several months on daily or weekly basis.



BRAINSTORM YOUR FUNDRAISING STRATEGY

Whether it be through face-to-face asks, social media, emails, events, or another creative strategy – the key to successful fundraising is planning ahead. For example, if you'll be utilizing social media and need support from the BGCMS team to create graphics you can post to your pages, be sure to request a few days ahead of time!



BRING OTHERS ALONG FOR THE RIDE

Don't be shy about asking your friends, family, and co-workers to come along for the adventure and consider setting a goal of their own to help you achieve yours. The more the merrier is definitely the mindset here, especially for virtual riders. Getting just one additional "rider" for our team literally doubles your impact!



STAY CONNECTED

We want to come along for the ride, too! Tag our social accounts whenever you post about your progress en route to your goal so we can brag about you to our friends and followers! Make sure you're following our socials so you can keep up to date with all things BGCMS and share our mission moments and updates with others!



@BGCMETROSOUTH

REGISTRATION

HOW TO REGISTER AS A RIDER

1. Go to www.bgcmetrosouth.org/rodman-ride-for-kids and click the "Register to Ride or Support Our Emerging Riders Team" button to be directed to our Emerging Riders team landing page.
2. Click "Register Now" and you'll be on your way! If you have already registered for previous years, make sure to log in to your existing account!
3. You can choose from either the 25 or 50-mile in-person route for September 23rd or you may take part in the "Choose Your Own Adventure" virtual rider option!



For the "Choose Your Own Adventure" pathway, challenge yourself with a goal related to any activity you enjoy, and tie it into your fundraising.

Choose Your Own Adventure Activity Ideas: Running, cycling, walking, rollerblading, spin classes, yoga, Zumba, or even a less physical activity like a community service project. Really, any activity that is personally significant makes a great vehicle for fundraising from friends and family!

4. Don't forget to customize your personal webpage so you can share the "**why**" behind your efforts!

FUNDRAISING

*Each physical rider must commit to raising **\$2,000** in order to participate in the 25 or 50-mile rides on September 23rd, to support their partner organization of choice! Virtual "Choose Your Own Adventure" riders must commit to a \$500 fundraising goal.*



If you have any questions on how to register or customize your page to optimize your fundraising results, please contact Libbey Mitchell at lmitchell@bgcmetrosouth.org or 508-812-3119 x130



BOYS & GIRLS CLUBS
OF METRO SOUTH

FUNDRAISING

Here are just a few suggestions for how to get started:



Create a QR Code or Use Venmo:



- Texting your friends a link to a QR Code or to your Venmo account is a really easy and effective way to gather donations.
For example, "Please consider donating to my Rodman Ride for Kids [Personal link]."

Social Media:



- Share BGCMS's posts on social media and ask your friends and family to donate to a cause important to you, and include the link to your personal donation page. Examples below!

Work:



- Don't be shy about asking your colleagues at work to help support you in achieving your goal! It's as simple as sending an email to your team (with permission, of course) with some photos, information about Boys & Girls Clubs of Metro South, and your personal link.

Fitness/Cooking/Paint Night Class Offering:



- Do you teach fitness classes? Know how to cook a delicious meal? Know a creative painter? Teach a program and have participants donate to your page to take part in your online class.

Pick My Playlist:



- If someone donates \$10, they can choose any song to add it to your ride playlist.

50/50 Raffle:



- You/your team can host a 50/50 raffle where half the proceeds can support your fundraising goal and one lucky winner will take home the other 50%.

SOCIAL MEDIA VISUAL EXAMPLES

Social media posts can be made on your personal accounts across Instagram, Facebook, LinkedIn & Twitter to have the furthest audiences reached!

For additional exposure, you can share our BGCMS posts far and wide!



Make sure to tag our BGCMS accounts so that we can share to boost your posts!



@BGCmetrosouth

SOCIAL MEDIA POST LANGUAGE EXAMPLES

CALL TO ACTION ON SOCIAL MEDIA: RECRUIT YOUR FRIENDS & FOLLOWERS TO DONATE

Sample Facebook/Instagram/LinkedIn Post

On September 23rd, I'm proudly participating in the 2023 Rodman Ride for Kids on behalf of Boys & Girls Clubs of Metro South because I believe that together we can help children succeed. If you would like to help me and my Ride Team (Insert Team Name) reach our goals, please click the link below to make a donation and change a child's life! [Personal link]. #BGCmetrosouth #Ride4Kids #GreatFutures #Rodman4Kids #Ride4Kids #Celebration4Kids

BOYS & GIRLS CLUBS OF METRO SOUTH

DONATE TO MY RIDE!

On Saturday, **September 23rd**, I will be participating in the 33rd Annual **Rodman for Kids** ride on behalf of Boys & Girls Clubs of Metro South.

Your donation of any amount will help me reach my goal, for the kids!

Rodman for Kids PARTNER ORGANIZATION

@BGCmetrosouth

Instagram, LinkedIn, Facebook, Twitter icons

The graphic features a large blue bicycle wheel on the right side. Three circular photos are placed around the wheel: one at the top showing two cyclists, one at the bottom showing a group of cyclists, and one on the right showing a child at a computer. A hand icon holding a heart is on the left, with several dollar signs floating around it. The background is white with blue accents.

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Instagram, LinkedIn, Facebook, Twitter icons

The graphic features a large blue bicycle wheel on the right side. Three circular photos are placed around the wheel: one at the top showing a child at a computer, one on the left showing two men, and one at the bottom showing two children in a pool. A hand icon holding a heart is on the left, with several dollar signs floating around it. The background is white with blue accents.

Sample Twitter Post

Please support my Rodman Ride for Kids bike ride! Help me reach my goal for @BGCMetroSouth! [Personal link]. #TeamBGCMS #BGCmetrosouth #GreatFutures #Rodman4Kids #Ride4Kids #Celebration4Kids



Boys & Girls Clubs of Metro South
@BGCMetroSouth

Follow



Please support my Rodman Ride for Kids bike ride! Help me reach my goal for @BGCMetroSouth! [Personal link]. #TeamBGCMS #BGCmetrosouth #GreatFutures #Rodman4Kids #Ride4Kids #Celebration4Kids



EMAIL TEMPLATES

Sample Email for Individual Riders (Make as personal as possible!)

Dear: _____

On Saturday, September 23rd, I will be participating in the 33rd Annual Rodman Ride for Kids on behalf of Boys & Girls Clubs of Metro South (BGCMS). Rodman for Kids is an umbrella charity raising funds for youth-focused social service organizations that support underresourced kids across Massachusetts. I have pledged to raise **\$XXXX.XX** for BGCMS through the 2023 Ride and your donation of any amount will help me reach my goal. Keep in mind that many companies match donations as well, so please check to see if your donation would be eligible for a match from your workplace!

I am fundraising for BGCMS because:

Tell your personal story, such as:

...I am an Emerging Leader...

...I attended as a child...

...I have volunteered/supported the Clubs...

...I know kids who are members there...

...These children are very important to me because...

The more personal you can get, the better!

Boys & Girls Clubs of Metro South is the preeminent youth development organization in Southeastern Massachusetts, serving more than 2,500 youth ages 5-18 annually from nearly 50 communities at its Clubhouses in Brockton and Taunton, Camp Riverside, and community extension sites. BGCMS is fueled by a critical mission to ensure that every child has a positive place to spend their out-of-school-time hours and has a genuine opportunity to realize their full potential to achieve a great future.

BGCMS's "Formula for Impact" model focuses on three priority outcomes for youth: Academic Success, Healthy Lifestyles, and Character & Leadership Development. Every day, BGCMS is helping youth build great futures for themselves, their families, and their communities. Critically, annual Club memberships cost just \$35 and no child is ever turned away!

If you would like to support BGCMS (and me!) through the Ride for Kids, please visit my fundraising page at [*\(insert link to your fundraising page here\)*](#).

Thank you so much for supporting me – together, we can make a difference for the kids in our community most in need of hope and opportunity!

Sincerely,
(Your Name)

To learn more about Boys & Girls Clubs of Metro South's mission, vision, values, and core programs visit www.bgcmetrosouth.org

2023 RODMAN RIDE WEBINAR OPPORTUNITIES

Rodman will be hosting webinars for in-person riders, virtual riders, or even the team captain to attend. These webinars will provide more information about the ride to prepare for their fundraising, as a resource directly from Rodman.



Webinar 1:

-

Webinar 2:

-

Webinar 2:

-

(Waiting for 2023 Webinar Schedule to be Released!)

