

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 Partner peers, 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 5 mandatory Ride Partner meetings.
 - Have the appropriate staff person represent your organization at a minimum of 3 Professional Development and Leadership Learning Opportunities 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 your individual organization's minimum amount
 - Each organization can determine the fundraising minimums for both in-person and virtual riders. The suggested fundraising minimum for riders is \$500, but we encourage each partner to aim higher for their riders. However, your total fundraising goal should be greater than or equal to \$2k per in-person rider and \$250 for each virtual rider. So for example, you have 30 in-person riders and 10 virtual riders. Your fundraising total for the team would be \$62,500.
 - 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 and metrics as requested by the Rodman for Kids staff.
 - Complete surveys and respond to requests for feedback or marketing assets in a timely manner.
 - Participate in one mid-year check-in call and one in-person/zoom 1:1 meeting 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. Challenge your team to exceed them.
- A minimum goal of \$15K is required for first-time Charity Partners. Veteran partners are expected to increase goals each year to encourage continued growth.
- 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 11/1/24.