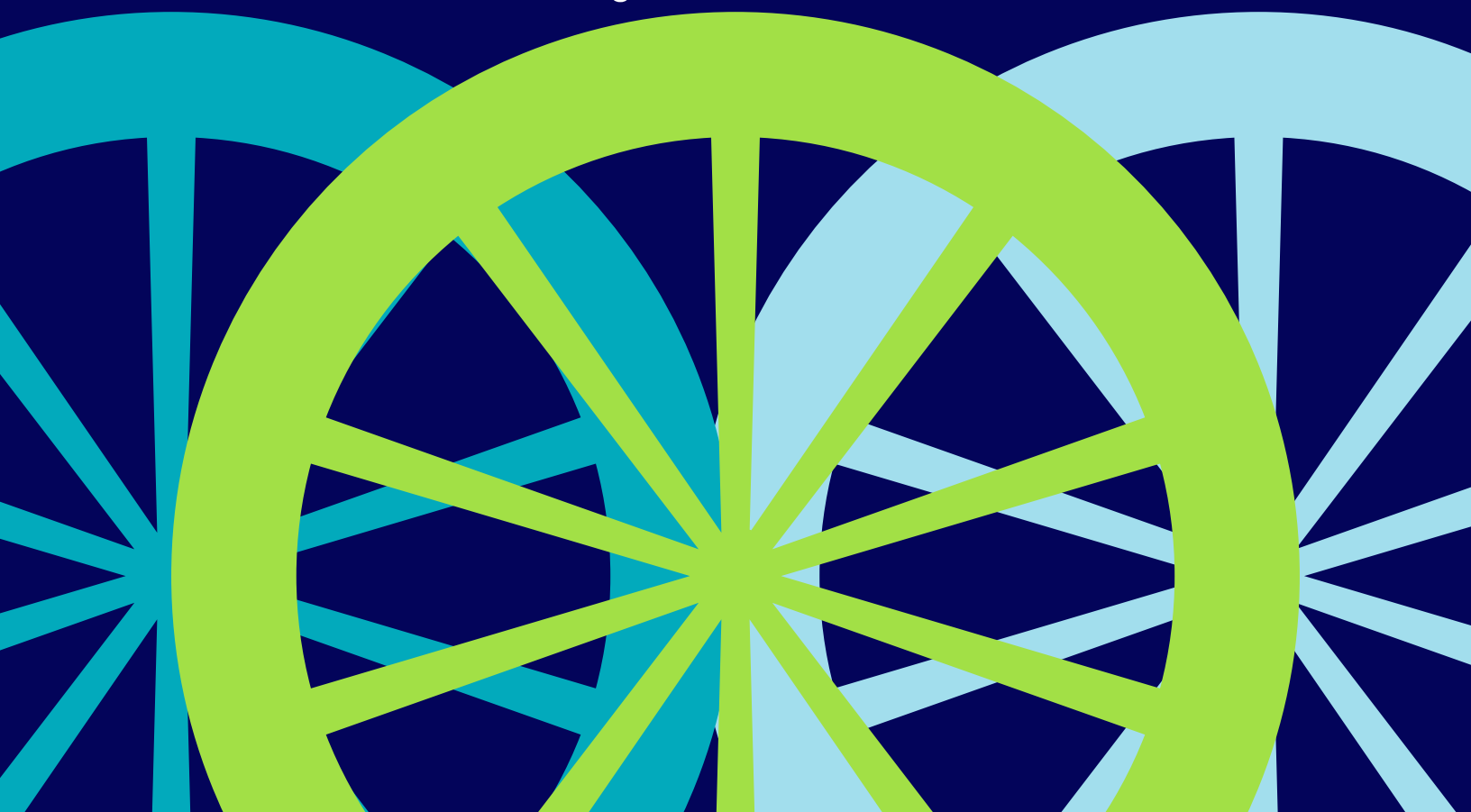




# The 35th Annual Rodman Ride for Kids Participant Guide





# About Rodman for Kids

A better future begins with investing in the youth in our communities. This includes supporting education, health, social, and creative development.

**Rodman for Kids shines a light on possibilities and potential, creates pathways, and provides access to a better future for kids in need of support.**

Rodman for Kids provides comprehensive support, including fundraising and organizational resources, to youth-focused charities of all sizes – from passion projects in the incubation stage to established community youth organizations to hospital pediatric units. In addition to financial support, Rodman for Kids provides space and programs for collaboration, networking, professional development, and best practices for our Charity Partners.

One donation can have an impact on every organization and the thousands of kids collectively served.

**Rodman for Kids helps make a brighter future possible.**



## Our Vision

At Rodman for Kids, we believe every young person deserves access to the programs, resources, and opportunities they need to dream, grow, and succeed.

## Our Mission

We are committed to raising resources, building capacity, and creating opportunities for youth-focused organizations, their leaders, and the kids they serve.



# Charity Partner Program

**Rodman for Kids believes in the power of collaboration, working together with 40+ youth-focused non-profit organizations as a true partner to support the most vulnerable young people in our communities.**

## Leadership Development Community

Rodman for Kids brings together the leaders and staff of our Charity Partners to create a collaborative peer learning & support community, building their knowledge and capacity through professional & leadership development opportunities. By bringing these organizations and leaders together on a regular basis, we are able to stay proximate to their work and stay responsive to their needs in real time, as well as create the conditions for deep relationships and new partnerships to be formed well beyond the space we hold with them.

## Ride for Kids

Through our signature cost-free fundraising platform, the Ride for Kids, we convene our Charity Partners and offer fundraising opportunities that increase participation, grow donor engagement, and ultimately raise more funds for their programs than otherwise would be possible.

**Since 1991, the Rodman Ride for Kids has raised over \$150 million!**

**100% of funds raised directly impact kids with \$0 cost for our Charity Partners.**







# The Ride for Kids

## Participant Options

- **25 Mile Rider**
  - You commit to raising at least \$500 and riding 25 miles at the Rodman Ride for Kids event on Saturday, May 17th in Foxboro, MA.
- **50 Mile Rider**
  - You commit to raising at least \$500 and riding 50 miles at the Rodman Ride for Kids event on Saturday, May 17th in Foxboro, MA
- **Virtual Participant**
  - You already know you don't have to get on a bike to make a difference. Walk, run, ride, bake, lift, paint...whatever you enjoy, you can turn it into much-needed funds for youth programs. Your suggested fundraising minimum is \$250.

## Event Details

- **Where**
  - The Ride will take place at Schneider Electric, located at 38 Neponset Ave., Foxboro, MA! Parking will be located at 70 Mechanic Street, Foxboro MA.
- **When**
  - Saturday, May 17th
  - 50-mile riders depart from 38 Neponset Ave. at 9AM.
  - 25-mile riders depart from 38 Neponset Ave. at 10:15AM.

Have other questions? Check out the [Ride Day Info](#) page of our website!





# Getting Started

## Quick Tips

- Make the first donation to your fundraising page to get the ball rolling.
- Set a fundraising goal.
- Share your story from your personal fundraising page with an image, text, and even a video.
- Connect your fundraising account to Facebook to get automatic fundraising updates. You're twice as likely to raise more by connecting your social media accounts.
- Start asking early!
- Are you a streamer? Read our [Stream Guide](#) to connect your fundraiser to Twitch or YouTube.

## DonorDrive Mobile App

- The app allows you to easily register for an event/campaign, update your fundraising story, share with friends and family, and raise money that goes directly to your charity of choice. Learn more about using the app below.
- [Downloading the App \(Apple iOS\)](#)
  - From the home screen of your mobile device, tap the App Store icon.
  - To browse the App Store, tap the Search icon in the bottom left corner.
  - Tap the search bar at the top of your screen.
  - Type DonorDrive into the search bar, and tap the Search button within your keyboard.
  - Tap Get next to the DonorDrive Charity Fundraising app.
  - Tap Install.
  - If prompted, sign into the App Store to complete the installation.
- [Downloading the App \(Android\)](#)
  - From the home screen of your mobile device, tap the Google Play Store icon.
  - To browse the Google Play Store, tap the Search bar at the top of your screen.
  - Type DonorDrive in the search bar, and tap the Search button on your keyboard.
  - Tap on the DonorDrive Charity Fundraising app thumbnail to navigate to its application page.
  - Tap Install.
  - If prompted, sign into the Google Play Store to complete the installation.
- [Finding an Event or Campaign You've Registered For](#)
  - Open the DonorDrive Charity Fundraising app from your mobile device's home screen.
  - On the Welcome screen, tap Type Short Code.
  - Type in this code in the Short Code text box: 1498-100-686
  - Tap on the Submit button.
  - Either login to your existing fundraising account or register for the event/campaign.

# Tips & Tricks

## Incentives

- Fundraising Incentives are a tool to help you encourage donors to give and reward them for their support. You can create give away items for certain donation amounts, or maybe do an over-the-top activity for a large donation amount. For example: "For a \$20 donation, I will make you a bracelet."
- Follow Rodman for Kids on social media and be on the lookout for potential incentives and fundraising prizes!

## Milestones

- Fundraising Milestones allow you to create mini-goals to inspire your donors. Donors have the option of donating directly to a milestone to help you reach your mini-goal while working towards reaching your overall fundraising goal. For example: "When I reach my \$500 milestone, I will wear a tutu on my next training ride."

## QR Code

- Use the DonorDrive Mobile App to show a QR code to others to direct them to the donation form for your personal fundraising page, or team fundraising page, if applicable.

## Social Media

- Grow your fundraising with Facebook! Did you know the average Facebook Fundraiser raises at least \$150? With a Facebook Fundraiser, you can raise money directly on Facebook to help you reach your fundraising goal!

## Work

- Many employers sponsor matching gift programs and will match charitable contributions made by their employees. Please contact your HR department to see if your gift can be matched to maximize your donation's impact.

Need some more inspiration? Visit the [Participant Toolkit](#) for creative fundraising ideas and more!



# For Frequently Asked Questions,

visit <https://www.rodmanforkids.org/ride-faq/>

# For Sponsorship Information,

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