



How to Organize A Formal Motorcycle Fundraiser or Rally Ride

Motorcycle rides and classic car rallies have become popular way to raise awareness of a cause and capture funds to benefit nonprofits. Participants enjoy gathering together to ride in unity. It is important to do a bit of planning to host a successful motorcycle or rally ride, to plan the route including start, stop, and extra pivot stops along the ride for bathroom or gas breaks, promote the event, and recruit help needed to make a gathering run and relatively stress-free.

Identify the goal of your ride: Clarify the goal of your event up front so you can plan and promote accordingly. Attendees need to know if your goals include raising a money to support a APOPS, raising awareness of pelvic organ prolapse, or both You can have a small ride with a few vehicles to avoid much of the planning of a larger event, or if you prefer a larger ride, take the steps to plan for a smooth event.

- ❖ Estimate the number of rider or driver participants you are hoping will attend.
- ❖ A small event can casually meet at a predetermined location and move to the next planned location simply by providing a map or vocal instructions in the event someone gets stuck behind a traffic light. If you prefer a larger event, more planning is involved.
- ❖ A larger motorcycle ride or car rally will affect how long the ride is, the gas and bathroom stops you make along the way, the price you charge per vehicle or passenger, and whether or not you should notify law enforcement to assist your group passing through a heavier traffic area (when planning the route, it is best to consider rural areas to avoid high traffic zones that include stop lights).
- ❖ Decide how non-riders can be involved with your event. Some people who do not ride motorcycles or drive classic cars may still want to support your cause. Find other ways for them to volunteer including planning the event, assisting at the event itself, or cleaning up after the event.

Create a time line: Give yourself time to get appropriate permissions if necessary and promote your event. Consider delegating some of these tasks to others who are helping you plan the event.

- ❖ Start with the potential event date and plan backward. Check for other events that will conflict with your event such as other motorcycle or rally rides, fundraisers, or major events occurring in your community.
- ❖ Vendors will often consider sponsoring an event if they are permitted to sell their products (such as food or beverages, or items that are related to the type event you are hosting). Clarify whether vendors need to do their own homework regarding permits to be approved

by local businesses or government officials, or whether you will check this out for them. It is important to do these things prior to promoting your event. Promote the event as soon as you have a firm date and route, with additional details shared regularly leading up to the event to include aspects of the event, such as food served and activities occurring at the final destination.

Determine locations: This includes where the event will start, where it will end, and the stops you will make throughout the ride.

- ❖ Local businesses such as food and beverage establishments are prime locations to begin or end your motorcycle ride (they appreciate the potential for extra traffic at their location in hopes participants will be customers). It is imperative to get permission from the appropriate business owners or local government officials engaging in your event, including any city or county event permits you may need. File for these in ample time to secure them prior to your event.
- ❖ Stop at locations throughout the ride where participants can get drinks, snacks, and gas, as well as to use the bathrooms. It may be helpful to place volunteers at each stop, especially if you are doing a poker run (a poker run is an organized event where participants must visit five checkpoints, drawing a playing card at each one. The object is to have the best poker hand, with a prize won at the last stop of the run).

Get sponsors: Companies who sponsor your motorcycle or car rally can help cover the event expenses if there are any. Ask them to donate specific things, like food, napkins, or drinks, or donate products for participants. Advertise your sponsors on all promotional materials. Be clear about what each of the sponsors will provide as part of this sponsorship, such as financial donations, products, or prizes, and notify them you will need to collect these items a couple of weeks prior to the event day.

Create promotion material: Multiple promotional PDF's are downloadable on APOPS June POP Awareness Month website page, set up as fillable forms, or you can print the forms off and write the details in. Determine how you will best reach your target audience and design materials that will be effective for that group, hang flyers up at appropriate locations including local libraries and grocery store bulletin boards. Contact your local paper to see if they will insert your event in local event calendar. Consider purchasing APOPS branded caps, t-shirts, or wristbands, for participants as part of their entry fee to participate. More info on APOPS branded merchandise is available at <http://www.pelvicorganprolapsesupport.org/apops-shop/> or contact APOPS directly by emailing info.apops@gmail.com or calling 262-642-4338.

Decide on other activities to take place during your ride: Raffles, food, music, and other entertainment are all optional activities for the final destination of a motorcycle or rally ride, and may help raise additional donations.

Put safety first: This is especially important during a group vehicle events, as well as any event that has human participation. Have access to a first aid kit throughout the event. Attempt to have a health care professional participate in your event. Require all riders/drivers to follow safe driving state and local laws. If your state requires helmets for motorcycles, this is a necessity for the motorcycle ride.

- ❖ Provide maps for participants.
- ❖ Encourage hand signals.
- ❖ Advise participants to keep a safe distance. Stagger motorcycle riders from left to right (opposite sides of the lane) and stay at least two bike lengths back from the rider in front of them, encourage rally car drivers to maintain appropriate car lengths between vehicles.
- ❖ Delegate captains if your group is large. These riders can lead smaller groups of motorcyclists or cars in a much safer way.

Upon completion of event, contact APOPS with photos of your event to be shared on APOPS POP Awareness page. Notify APOPS of funds collected, and submit them via APOPS PayPal donation page at <http://www.pelvicorganprolapsesupport.org/make-a-donation/> or by check via mail to:

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Most importantly, have fun!