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## April - Spring On The Road!

Greetings from the VP saddle!

Welcome to our new members this month. It's great to have you on board. For renewing members, thank you for your support.

Please remember that \$10 of your annual dues goes directly to our annual fellowship ride with District 5500, the Ride to End Polio, held every year in Tucson, AZ. Thanks for your support in 2016.

\*\*\* RI Atlanta Convention Update \*\*\*

To date we have approximated approximately 10 Rotarians interested. Please contact me for more info:  
[james@westwood-llc.com](mailto:james@westwood-llc.com)

Thank you again for your continued membership.

Cycle Safe!

**James Morrison**

Albuquerque Del Sol Rotary Club

## Feature - How To Plan A Cycling Fundraiser



### *Anatomy of a Successful Fund Raising Event*

## **The Role of the Champion**

*(Part 2 of a Series)*

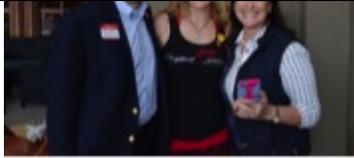
by Gary Hirsch, Rotary Club of Tucson, D5500 Ride To End Polio Chairman

A champion by definition is a person who voluntarily takes extraordinary interest in the adoption, implementation, and success of a cause, policy, program or project. So who, we might ask is the Champion of the Rotary District 5500 Ride to End Polio?

In our first article we talked about ride founder, Michael J. Harris, who persevered with Perimeter Bicycling for Rotary's inclusion as a ride beneficiary. I talked about Mike's vision and his passion as the basis for his tenacity. But Mike left us too soon to really champion the ride. One element missing from the definition is the notion that the champion must not only be intensely interested but also capable of significantly impacting the project in a positive way.

At one of the Rotary International Conventions (Australia, if my memory serves me), Past District 5500 Governors Ernie and Sally Montagne had occasion to be riding a ferry with John and Marga Hewko. Knowing that John was an avid cyclist, they encouraged John and Marga to come participate in the Ride to End Polio, and he accepted.

John's impact was profound. His fund raising reach took our contributions to new, never anticipated levels and his and Marga's participation made the ride that much more attractive to Rotarians around the country. His contribution was such that the following year John was named the Dedication Recipient for the EI Tour de Tucson with his likeness on the medal handed to almost 8,000 riders. And in 2016 John helped bring a group of Rotary dignitaries to participate in the festivities, including Rotary International President Elect Ian Riseley.



Is a champion necessary for every event? Not necessarily. But as in the case of the Hewkos' participation, the right champion can take your event to new levels. As you ask yourself who might fill this role for your event, consider these questions.

- What specifically do I want the champion to accomplish that we cannot accomplish on our own? For example, John routinely had the Ride to End Polio featured in "The Rotarian," something our ride committee could never afford to do on our own, and he extended our fund raising to a truly global reach.
- Considering the audience I want to attract, what person or organization might make the event more attractive to that audience and increase participation? Many cyclists were interested in riding with the Rotary General Secretary.
- Considering your fund raising goals, what person might extend the breadth and depth of your ability to raise funds (hint—don't necessarily ask the person in the community that everybody asks).
- Ask yourself how you could position your event to be more attractive to and enjoyable for your prospective champion. Note that most people you would consider often have numerous requests for their participation and so you need a draw.
- And lastly, lest we neglect passion, ask yourself whom you know who shares your passion for our goal.

Must your event have a champion? No. But the right person(s) can make magic happen.



## Take Care of Your Event Team

When planning our events, we give much attention to the needs of our riders. What about our valued sponsors and volunteers? Sponsors need recognition throughout and after the event. Volunteers are often over looked, over worked and over stressed. The Tampa Interbay Rotary's "Cycling For Autism" co-chairs, Brian Leung and Ken Hopkins pay special tribute to their sponsors and many hard working volunteers through a special newsletter issued immediately after the completion of the ride.

The newsletter (a copy given to us by the Tampa Interbay Rotary Club) is on our C2S website, members' area) pays special tribute to the different sponsor levels describing the sponsor, their sponsorship levels and even photos. Volunteers are also recognized by name and photo.

No one is left out of the recognition, from the Title Sponsor to those who provided free gifts for the Raffle!

**Tampa Interbay Rotary  
Cycling For Autism**  
April 12, 2017  
ENJOY THIS SPECIAL NEWSLETTER!

To the riders, sponsors, volunteers and special guests: We hope you enjoy this special newsletter covering the Cycling For Autism event on March 25<sup>th</sup>. It was an enjoyable and memorable event that would not have been possible except for your participation. Special thanks go to Denise Barnes and Storie Miller of USF CARD for providing great pictures. We do not have enough room to put them all in this newsletter. However, you can log on to <http://www.usfcard.com/Events/Cycling-for-Autism-2017> to see the full set. Enjoy!  
Brian Leung and Ken Hopkins, Co-Chairs, Cycling For Autism; Suzanne Cooper, Editor

**TOP RIDER SPONSORSHIPS**

A big thank you to all our riders for their participation and pursuit of sponsors for their efforts, and of course to the sponsors themselves. Sponsorships exceeded \$22,000! We would like to recognize the following top fund-raising riders:

1. David Kemper \$4,545.00	6. Ted Esposito \$1,106.00
2. Bob and Cindy Krueger \$1,770.00	7. Fred Wallrapp \$ 770.00
3. Sherry and Larry Anzalone \$1,445.00	8. Sue Tambora \$ 640.00
4. Steve Cooper \$1,285.00	9. Brian Roberts \$ 550.00
5. Raymond Miltenberger \$1,195.00	

## News and Updates

### Your Fellowship is Growing!

What an exciting year! Regional Coordinators and members are spreading the word about the Fellowship and we are growing. We want to welcome the following new members, since our last newsletter!

- **Greg Stirneman** - RC of Jacksonville, Jacksonville, TX
- **R J Coup** - RC of Milton, Milton, PA

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- Daniel Cruz - RC of Bentonville, Bentonville, AR
- Edwin Velarde - RC of Westlake Village, Oak Park, CA
- Jon Cadieux - RC of Bentonville, Bentonville, AR
- Vyacheslav Minin - RC of Simferopol, Simferopol, Crimea



Did you know you can now download a copy of the member directory? Simply go to our Member's Area of the Fellowship website. Just remember, this is for non-commercial use of our Fellowship Members.

 A promotional banner for the 33th World Championship Cycling To Serve 2017. The background features a stylized illustration of three cyclists in a field. Text on the banner includes:
 

- 33th World Championship
- Cycling To Serve 2017
- 8-9-10 September 2017
- <http://www.cyclingtoserve2017.it>
- Montegranaro (FM)
- ITALY
- CYCLING TO SERVE logo

### Want to Ride With Other Rotarians in Europe?

**Giacomo Greci**, Rotarian of the District 2090 in Italy and member of the FCS (Cycling To Serve) tells us:

On September 8-9-10 2017, the Rotary Club of Montegranaro hosts the Cycling To Serve 33th World Championships! It is a big and wonderful cycling festival, sport and more than all, a Festival of the Service! Giacomo relates the website for the event can be found at <http://www.cyclingtoserve2017.it>.

Registration is now open!

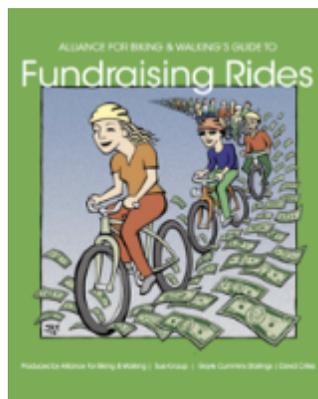
#### Membership Minute

### **A Call for Regional Coordinators**

By **Tom Drennan**, Rotary Club of Overland (MO), C2S Membership Chair

This month I would like to have some help on the states that do not have representation in Cycling to Serve. The states without a member are Alabama, Alaska, Arkansas, Connecticut, Delaware, Georgia, Hawaii, Idaho, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Mississippi, Montana, Nebraska, Nevada, New Hampshire, New Jersey, North Carolina, Rhode Island, South Carolina, South

Look over this list, and let me know if you have a cycling friend from one of the listed states. If you do know a potential member, email them and me so we can follow up. I would like to make the list of states without a member shorter.



## Raiser" Regular Feature!

Starting with the February Cycling To Serve newsletter, we will start to draw on the experience of some of our Fellowship members on how THEY plan a Rotary cycling event. Even if you already hold a cycling fund raiser, there is probably something you can learn from others. Connecting Rotary Cyclists with other like-minded Rotarians is a prime goal of this Fellowship. This new feature will become invaluable.

If you would like to share some of YOUR experience, send an email to: [newsletter@cycling2serve.us](mailto:newsletter@cycling2serve.us). We would like to hear from you!

Do you want to get an earlier start, you can. Check out this wonderful resource, available from [The Alliance for Biking and Walking](#). From their website:

*From rural communities to big cities, organizations are planning fundraising bike rides that are bringing them new members, new partners, new political connections, and funds to help their organizations thrive. But how does an organization get started organizing such an event? The Alliance for Biking and Walking's Guide to Fundraising Rides is the first book to bring you the ins and outs of organizing fundraising rides that benefit bicycling. This guide will take you through all the steps of planning a successful fundraising ride, from setting a date to thanking your sponsors and volunteers. Filled with expert advice, samples from successful rides, and take-away tools you can use, this guide is an invaluable resource for the aspiring event planner while offering new tips and ideas to veteran ride directors.*

The guide costs \$22.95 for non-members of the Alliance.



## Cycling To Serve Benefits!

You already know the main benefits of your Cycling To Serve Fellowship is the ability to connect to other Rotarians:

- That share your passion for Rotary and Cycling
- Who host cycling related fund raising events
- And find Rotary cycling events across the USA/CAN and around the world.

Did you realize you have additional benefits? In this newsletter we welcome new two companies who are offering discounts to Cycling To Serve Fellowship members. For a full list of Fellowship Member benefits and respective discount codes, visit the Cycling To Serve [Member Area page](#).



**Dual Eyewear** - Dual provides performance eyewear for those athletes who need bifocals in their glasses. If you have trouble seeing your cycling computer, these glasses will work for you! Dual is offering 30% off select products!

## Plan and List Your Next Cycling Season is HERE... Stay Connected Throughout The Long Winter Months!!

Know of a Rotary cycling event? Please share it by submitting your event by clicking either here or on the Cycling2Serve website!



# facebook

### Facebook Anyone?

Stay up to date with the latest in Fellowship happenings on our Facebook Page

<https://www.facebook.com/cycling2serve/>

# STRAVA™

### Got STRAVA?

Stay connected with Rotarian Cyclists from around the world on a [Strava Club just for Rotarians!](https://www.strava.com/clubs/Rotary)

<https://www.strava.com/clubs/Rotary>



### On TrainerRoad?

Join the TrainerRoad Team! We will be adding workouts to help you prepare for your next Century or Fondo!

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## On Zwift?

Add "Rotary" after your last name so other Rotarians can see you as you ride the roads of Watopia, London or Richmond.



## Safe cycling from your Cycling To Serve Fellowship Board!

James Morrison - VP USA / CAN ([vp@cyclling2serve.us](mailto:vp@cyclling2serve.us))  
Dan Kapsak - Secretary  
Jeff Ott - Treasurer ([treasurer@cyclling2serve.us](mailto:treasurer@cyclling2serve.us))  
Tom Drennan - Membership ([membership@cyclling2serve.us](mailto:membership@cyclling2serve.us))  
Colleen Radich - Events ([events@cyclling2serve.us](mailto:events@cyclling2serve.us))  
Kristin Brown - RI Coordination  
Jeff Ott - Past VP USA/CAN, Newsletter ([newsletter@cyclling2serve.us](mailto:newsletter@cyclling2serve.us))

## Cycling To Serve Rotary Fellowship



[www.Cycling2serve.us](http://www.Cycling2serve.us)

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[strava.com/clubs/Rotary](https://www.strava.com/clubs/Rotary)

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