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## May/June - Atlanta Just Around The Corner!

Greetings from the VP saddle!

Welcome to our many new members this month. Check out the new May 2017 Member Directory .

### Rotary International Convention

Join us in Atlanta, June 10, 2017 for an extraordinary fellowship ride with the [Atlanta Bike Festival](#). For more info and sign up,

please visit [cycling2serve.us](http://cycling2serve.us).

### Help Wanted

Do you have a passion for Cycling? Do you also have a passion for Rotary? Want to combine both to help serve your fellow cycling Rotarians? We are looking for a volunteer to assist in our social media and website updates. Please [contact us if you would like to serve](#).

Thank you again for your continued membership.

Cycle Safe!

**James Morrison**

Albuquerque Del Sol Rotary Club

## Feature - How To Plan A Cycling Fundraiser

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### Anatomy of a Successful Fund Raising Event

## Latching On (Part 3 of a Series)

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

Let's talk about "Latching On." Essentially, find a well known event and find a way to use it as your fund raising vehicle. Let someone else do the hard work and spend the money.



"But we want it to be our own event," you say. Understood, but let's look at the advantages. The District 5500 Ride to End Polio routinely draws 125 cyclists. Our ride within a ride "latches on" to the El Tour de Tucson, an event in its 35<sup>th</sup> year that routinely draws 7,000 cyclists. It is hosted by the Perimeter Bicycling Association of America and is specifically designed as a fundraiser. In 2017 50 charities will participate. It is the ultimate "Latch On."

Most importantly we get to raise funds--\$35 million in 8 years (including the Gates match). But here's what we also get that someone else plans, manages and pays for:

- A \$1 million plus event budget!
- A 104-mile route all inspected and approved in advance.
- A public safety officer controlling EVERY intersection along the course for ultimate cyclist safety.
- An aid station every 10 miles with food, drink and potties.
- Bike patrol along the route for safety and minor repairs.
- Celebratory start- and finish lines and thousands cheering us along the route.
- And we avoid organizational liability with a 1-day event insurance rider from Rotary International.

and businesses set up stations along a 30-mile stretch and handed out cookies to cyclists who had registered. They charged \$40 per cyclist to raise money for local and international service projects.

And even simpler yet, in the past my own Rotary club has organized relay teams of Rotarians to participate in the Tucson Marathon, wearing custom T-shirts and securing donations from friends, family and other Rotarians.



When Michael Harris founded the Ride to End Polio he wanted a fundraiser so small clubs could take advantage of the Gates match. Save your club's money for your projects. Save your volunteers from burnout. Find an event that is well organized and well known, and design a way for your club or district to participate that either makes the event better for the organizer or at least is benign. Build a Rotary identify for your teams.

And have a great Rotary event—at someone else's expense!

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## Rotarians Cycling to Serve

### **District 5080 Pedals to End Polio**

by Lynn O'Connor, Rotary Club of Colville, WA

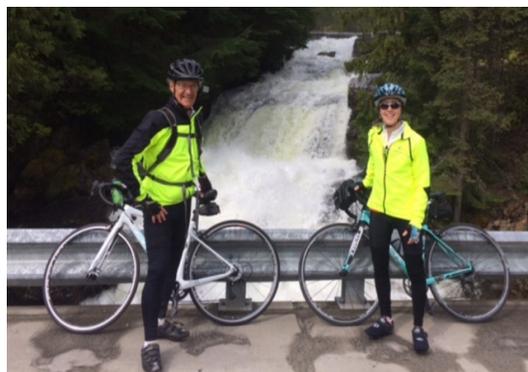
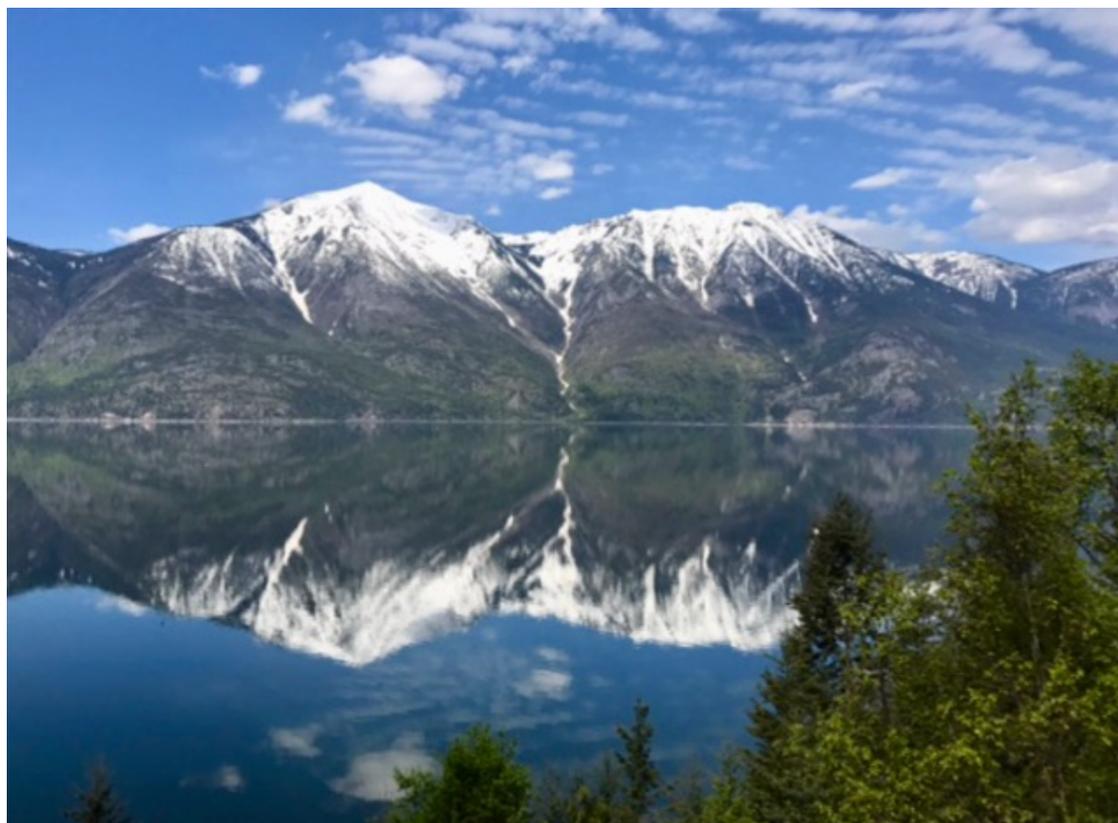
It has become somewhat of a habit of District 5080 cyclists to ride to their District Conference. I'm not sure why... our district is made up of mostly rural clubs, about 500 miles north to south and 300 miles in its widest east to west point, spans several mountain ranges and has many lakes to ride around (or along), not to mention two time zones and an international border. Oh, well - we find it to be a very fun thing to do.

This year was no exception. Six cyclists rode two different routes to our most northwest club - Nakusp, British Columbia, a beautiful little town on Upper Arrow Lake, one of the reservoirs on the Columbia River.

C2S members) rode from Colville, WA (170 miles in two days). We use this bike ride to raise awareness and funds for PolioPlus. Sometimes we've been high profile with many riders - the first year fourteen of us rode three different routes that converged, along with our sag rig wrapped in Rotary graphics and pulling an iron lung on a trailer, but this year we just rode. We had asked clubs in the district to contribute to the ride, and it worked! By the time all was said and done - the bike ride, Margaritaville (a very fun event hosted by two far away clubs), matching funds from our District, and the matching funds from the Bill and Melinda Gates Foundation, we raised \$100,000. All riders completed their rides with only minor injuries of mechanical issues. All riders also rode into Nakusp with big grins on their faces. Our district has the cyclists complete a turn around the opening ceremonies - it really energizes the event!

Different clubs around District 5080 host eight cycling related events: the Red Roofs Duathlon, the Lilac Challenge, Chafe 150, the Blazing Saddles, the Kootenay Gran Fondo, Rotary In Motion, the Kootenay River Ride, the Rivers to Ridges. The International Selkirk Loop, its own entity, hosts WACANID, a multi-day International Cycling tour that Rotary clubs along the route support.

You can plan to spend your summer season pedaling around District 5080's many different ride offerings!





## Team Rotary RAAM Set For 2017

The [April issue of the ROTARIAN](#) highlighted our own Cycling to Serve Rotarian, Bob McKenzie (Rotary Club of Tulsa) preparing for this year's Race Across America (RAAM). His other team members are: Kurt Matzler (Italy), Steve Schoonover (USA) and Ruth Brandstaetter (Austria). Together they will be tackling the nearly 3,000 mile race starting on June 17, from Oceanside, CA.

This is the second year for the team. Last year they completed in 7 days, 1 hour and 16 minutes (169 hours and 16 minutes)! That is an average of 18.13 miles per hour! They placed second in their category and ninth (9th) overall. They raised over \$500,000 for [End Polio Now](#) campaign.

To find out more about this year's race, follow it live and to donate, go to the [Team Rotary RAAMS Polio](#) team homepage.

## Upcoming Events

### Rides in May and June

by Colleen Radich, Rotary Club of Sterling, VA

The weather is warming up, and the ways to Cycle to Serve with Rotary are gearing up. Many Rotary clubs across the country are using cycling as a way to serve their fellow communities and the world around them, and we are pleased to have a small listing of rides available for you to join in on. More events are being added to the events page, so check in to find your local rides.

The next few months bring more Rotary fellowship bike rides and cycling events all over the country. The end of May brings rides from the west coast in California and Washington, to Texas, Tennessee, and Pennsylvania. On May 20, the [Tour delle Vigne](#) will be in Lodi, CA, and the [Gold Country Cycling](#)

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The rest of May brings more Rotary cycling events with the [Poulsbo Viking Tour](#) on May 21 in Poulsbo, Washington and [Bike the CRAM](#) on May 27 in Clarksville, Tennessee.

June cycling events include the [Rodeo Road Rally](#) in Mesquite, Texas; the [Durant Rotary Magnolia Tour](#) in Durant, Oklahoma; the [Sunrise Rotary Apple Century Bike Ride](#) in Wenatchee, Washington; and [Bike Benzie](#) in Thompsonville, Michigan on June 3. The [21<sup>st</sup> Century Dads Honor Ride](#) will be held from June 8 – June 17 around Lake Michigan, and the Longview Rotary Club [Tour de Blast](#) will be held June 17 in Longview, Washington.

If you will be in Atlanta for the [Rotary International Convention](#), join your fellow Rotarians for a Fellowship Ride with the Atlanta Cycling Festival on June 10, to bike the Atlanta Historic Cemetery Bicycle Tour. This will be a fun ride and a way to connect with Rotarians from around the country and the world.

Check out the Rotary cycling [events page](#) for more ways to Cycle to Serve. If you do not see your favorite event listed, please click the link provided to include the information and we will get it listed on the website!



Produced by the Mesquite Rotary Club

## News and Updates

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Rotarian Edwin Velarde is riding from Chicago to the convention in Atlanta, leaving from the Adler Planetarium on Tuesday, 30 May. He is a diabetic who has successfully managed his diabetes with cycling and is biking through the "diabetes belt" to raise awareness and funds, concluding his ride at the convention.

The Rotary Club of Chicago/ONE is sponsoring the official send off party for the EPiC Journey Through America's Diabetes Belt. This gathering will take place on May 30th, 2017 at 3:45 p.m. The send-off bike ride will begin at 4:45 p. m. Guests are welcome to ride alongside with Edwin for the first 30 miles of his journey from the Rotary Centennial Garden (adjacent to the Adler Planetarium) to Three Floyds in Munster, Indiana for dinner. For those that need it, ride back in a vehicle will be arranged. Space is limited.

You find find out more by clicking on the Epic logo above or this link:

<https://epic-challenge.org/2017/04/21/rotary-chicago-one-send-off-epic-adb/>

**33th World Championship  
Cycling To Serve 2017  
8-9-10 September 2017**

<http://www.cyclingtoserve2017.it>

**Montegranaro (FM)  
ITALY**

**CYCLING  
TO SERVE**

### 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:

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Service! Giacomo relates the website for the event can be found at <http://www.cyclingtoserve2017.it>.

Registration is now open!

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### **Membership Minute**

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

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

Fellow Rotarians and Cyclist this month I am going to suggest that you reach out to fellow cyclist who have not had the Rotary Moment yet. Where else can you have a captive interested audience to hear the story of Rotary. Develop what is known as an elevator speech about Rotary and how it has positively affected your business, and personal life. Perhaps during a nice late spring ride, ask a cycling buddy to come to a meeting. As I was reminiscing the other day, I was asked 5 times before I agreed to attend a Rotary meeting 17 years ago, and haven't regretted joining even once.

Second, if any members would like to know more about the [Ride to End Polio](#) held in Tucson which will be held on November 18th, please feel free to contact me or other board members. I refer to this event as a once in a lifetime experience that I have enjoyed 6 time and counting.

Safe Riding to you all.

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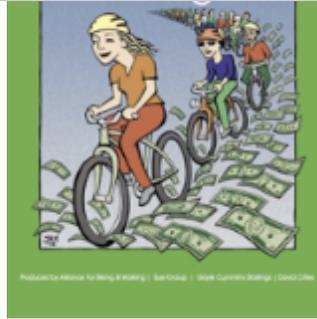
## Your Fellowship is Growing!

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!

- **Bill Barney** - RC of Buckhead (Atlanta)
- **Mark Zorko** - RC of Research Triangle Park

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.



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## Announcing A New "How To Plan Your Rotary Cycling Fund 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@cyclings2serve.us](mailto:newsletter@cyclings2serve.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

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**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!

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## Cycling is Social

### Want To Get Your Favorite Ride on Our Calendar? Your Fellow Rotarians DO!

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



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The Facebook logo, consisting of the word "facebook" in white, lowercase letters on a blue rectangular background.

### Facebook Anyone?

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

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

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The Strava logo, featuring the word "STRAVA" in a bold, orange, sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the letter "A".

### 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>

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### 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.

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### 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))

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## Cycling To Serve Rotary Fellowship



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[Facebook.com/cycling2serve/](https://Facebook.com/cycling2serve/)

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



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