

[Subscribe](#)[Past Issues](#)[Translate ▼](#)

Share



Tweet



Forward



What a Summer Already!

Greetings from the VP saddle!

A very special welcome to our new members this month. As a result of the Atlanta Convention, we added 16 new cycling Rotarians.

Atlanta Convention was a spectacular event attended by more than 40,000! The Cycling2serve booth (shared with Rotary Pins Fellowship) was busy throughout the 5 days. Thanks to those

Rotarians who stopped by to say hello. If you missed me in the booth, I was probably at the Ride to End Polio booth assisting Ernie Montagne.

I would like to welcome the following Rotarians who joined USA/CAN Cycling To Serve during the Atlanta RI Conference:

Makurdi Francis Agber	Mukurdi, Benue	Nigeria
Mike Basehart	Colville, WA	USA
John Crossingham	St Catharines ON	Canada
Libby Crossingham	St Catharines ON	Canada
Debbie Hale	Capitola, CA	USA
Rod Hall	Lake Jackson, TX	USA
Barbara Henigin	La Grange, GA	USA
Nathaniel Jones	Hilton Head, SC	USA
Nicole Moss	Hampstead, NC	USA
Bob Rogers	Sebastapol, CA	USA
William Sauer	Sebastapol, CA	USA
Manny Smith	-	USA
Chris Spear	Stow, MA	USA
Charlie Tegarden	Tehachapi, CA	USA
Robin Textor	Oak Ridge, TN	USA
Franklin White	San Diego, CA	USA

[Subscribe](#)[Past Issues](#)

Cycle Safe!

James Morrison

Albuquerque Del Sol Rotary Club

Feature - How To Plan A Cycling Fundraiser



Anatomy of a Successful Fund Raising Event

Publicity and Visibility

(Part 4 of a Series)

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

Let me first add a footnote to my last article, "Latching On." In 2016, 50 El Tour de Tucson non-profits raised \$12.5 million. The Rotary Ride to End Polio raised \$11.3 million, or more than 90% of that. But recall that without El Tour there would be no Ride to End Polio. So the final sentence in last month's article should be: "We can accomplish great things if nobody cares who gets the credit." If you are latching on to an existing event, make sure that your success first makes THEM look good.

Publicity and Visibility is not our strong point. In 2016 we had direct contact with a local news anchor that connected us to his assignment desk. We thought we were set for live coverage. Nope. There was a story about a house fire in

[Subscribe](#)[Past Issues](#)

actually be more pride than utility that drives that interest, but it's hard to resist. So in terms of publicity what should we be after and what has worked well?

Identify your audience and consider how to reach them. Our audience consists of Rotarians and their friends and family. They are our riders, supporters, volunteers and, for the most part our donors. It would be nice to reach local Tucson media, but not at all critical.

Here's what seems to be working well:

- A dynamic [Facebook page](#) that is managed daily with relevant and compelling content. If it is not managed, it has little value. We currently reach about 850 followers and the number grows daily. Make it good and relevant and they will come. (Click the link above for our Facebook page)
- Editorial and photographic content in The Rotarian magazine, which has a circulation of about 420,000. Note that the General Secretary makes this possible because the magazine must serve the interests of the entire Rotary population. That leads me to the next point.
- Know who your friends are that can influence publicity. In our early years, we purchased a very small ad in the Rotarian for \$1,600, which had no impact. They published one letter and one article, which helped dramatically. With the addition of a cycling team from Evanston it is now typical to get one full page each season, a value of almost \$18,000, which is FAR out of reach for our event's budget.
- A digital, well formatted newsletter that goes out to several thousand individuals with interesting content about 6 times per year—more often as the event approaches. Avoid selling and self-promotion and make it interesting. Talk about others more than yourselves.
- A growing contact list compiled of cyclists, Rotary convention goers, etc., that is easy to subscribe to and just as easy to unsubscribe from.

For 2017 we've identified a Rotarian who works with local media to see if we can get local media interest. If you want local coverage, start early. But as in past years, we will focus largely on reaching our audience—Rotarians who will ride, donate, volunteer, or simply help us get the word out.

Upcoming Events

Atlanta Ride Wrap-up and A View of Rides on the Horizon

by Colleen Radich, Rotary Club of Sterling, VA

The Rotary Fellowship Cycling to Serve was well-represented at the Rotary International Convention in Atlanta, Georgia. On June 10, the fellowship participated in a fun ride with the Atlanta Cycling Festival.

Thank you to all of the members and fellow Rotarians who joined in the fun in the Tour of the

[Subscribe](#)
[Past Issues](#)


tour Atlanta from a different perspective. The ride led us through historic cemeteries throughout Atlanta, and gave us a look at different Atlanta neighborhoods. It was great to meet and bike with fellow Rotarians from around the world.

Rotary members have been cycling to serve across the country. Rotary members have been cycling to serve across the country.

Team Rotary RAAMs Polio just completed the Race Across America – cycling from Oceanside, California to Annapolis, Maryland – in 7 days, 45 minutes. That is a fantastic accomplishment! They cycled and raised over \$550,000 for the fight against Polio.



July and August bring more ways to Cycle to Serve with Rotary rides. In July, Cyclists in Vancouver, BC can [Ride for Hearing](#) in Harrison Hot Springs on July 9. July 16 is the [28th Annual Frank Stark Celebration](#) ride in Boca Raton, Florida, sponsored by the Rotary Club of Boca Raton Sunrise. July 19 – 23, cyclists can tour Washington State in [RedSpoke](#), a 5-day, 300-mile recreational bicycle tour presented by the Rotary Club of Redmond. Pennsylvania cyclists can bike in the [Rotary Ride for Families](#) on July 30 in Souderton, Pennsylvania. This multi-club event is sponsored by the Rotary Clubs of Quakertown, Pennridge-Perkasie, Souderton, and Saucon-Center Valle, and has distances of 50K, 50 mile or 100 K.



The [Blazing Saddles 100](#) will be held on August 5 in Colville, WA. After the bike ride riders will want to stay and celebrate at the Colville Rendezvous Community Celebration with live bands and a beer garden. Rotarian cyclists can [Pedal 4 Polio](#) from August 13 – 19 on a long distance ride in California. The six-day ride from Crescent City to Petaluma, CA is complete with SAG support, rest stops, and Rotary host families along the way. The 21st [Annual Naperville Rotary Ride](#) will be held in Naperville, IL on August 13, and is fun for the whole family as it routes from a 1.5 mile family fun loop to a metric century route. August 19, cyclists and plane enthusiasts can join together in the [Berkshire BikeNFly](#) at the Great Barrington Airport in Great Barrington, Massachusetts. This event is held by the Great Barrington Rotary Club. Cyclists will have route choices of 20 – 52 miles, and will be able to see new and old planes, and go on hot air balloon rides and helicopter rides.

[Subscribe](#)[Past Issues](#)

Remember to mark your calendars and plan to be at the Ride to End Polio in Tucson, Arizona on November 18. This is a fun event that joins Rotarians from around the country and the world at El Tour de Tucson to raise money for Polio Plus. Remember to look at the cycling2serve.us/events page for more opportunities to Cycle to Serve in the US and Canada. If you do not see your favorite event listed, please email events@cycling2serve.us and let us know about it.



News and Updates

[Subscribe](#)[Past Issues](#)

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 Montegrano 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!

Newsletter

Interested in Submitting an Article for the USA/CAN Cycling To Serve Newsletter?

By **Jeff Ott**, President, Gateway Rotary Club (Lacey, WA), C2S Treasurer & Newsletter Editor

We are always looking for new articles for upcoming newsletters. Did your club have a successful cycling event this year? What did you do right? What did you do differently? Did your club have a not-so-successful event this year? Can you share your lessons learned? What would you do differently?

Did you ride in a Rotary held cycling event? Please share your experience. What did you like? Did you take any photos?

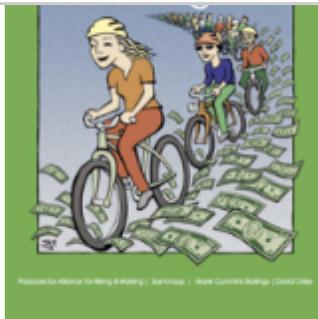
Here are some points to keep in mind when considering an article for the USA/CAN Cycling To Serve Newsletter:

- Consider the audience. You are writing for fellow Rotarian cycling enthusiasts. Limit the use of jargon, slang or other language that is not appropriate for the audience.
- Articles should be informative, engaging and educational regarding how Rotarians can use cycling as a means for fund raising or first hand experience riding in or working on a Rotary Club sponsored event.
- Submit articles electronically. Use of MS Word is preferred but not required. Handwritten articles cannot not be accepted.
- Spell check and grammar check your article.

[Subscribe](#)[Past Issues](#)

- Articles should be 300-600 words in length.
- Photos are welcome!
 - Submit photos electronically as type .JPG or .JPEG.
 - Photos are best that include happy cyclist and preferably including Rotarians, identified by their jersey, dress and/or logo.
 - Photos should be full size and high resolution for best reproduction.
 - Do not embed photos into the article. Send them in a zipped or compressed file along with the article file.
 - Provide captions to the photos, identifying people and/or scenery. Identify the photos by file name.



[Subscribe](#)[Past Issues](#)

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. 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

[Subscribe](#)[Past Issues](#)

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!

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!



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/>

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>

[Subscribe](#)[Past Issues](#)

On TrainerRoad?

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



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@cycling2serve.us)

Dan Kapsak - Secretary

Jeff Ott - Treasurer (treasurer@cycling2serve.us)

Tom Drennan - Membership (membership@cycling2serve.us)

Colleen Radich - Events (events@cycling2serve.us)

Kristin Brown - RI Coordination

Jeff Ott - Past VP USA/CAN, Newsletter (newsletter@cycling2serve.us)

[Subscribe](#)

[Past Issues](#)

Cycling To Serve Rotary Fellowship



www.Cycling2serve.us

Facebook.com/cycling2serve/

strava.com/clubs/Rotary



Rotary Fellowship Cycling to Serve.

[View this email in your browser](#)

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

USA/CAN Cycling To Serve Rotary Fellowship · PO Box 305 · East Olympia, WA 98540 · USA

MailChimp