



Bike Ride Campaign Checklist

A checklist for pre, during and post-event success

Pre-Event

6-12 Months Prior to Event Day

- ☐ Choose a budget and a goal
 - ☐ How much money are you expecting to raise? What is the minimum amount to cover the upfront event costs?
 - ☐ How much will you charge for participation?
 - ☐ Are there variable price dates? E.g early-bird, late registration
 - ☐ If including a fundraising minimum, how much will that be and when is the final date to raise?
- ☐ Pick a date
 - ☐ What season fits best into your fundraising calendar?
 - ☐ Is weather a factor?
 - ☐ Are there any other races/events that conflict with this date?
- ☐ Determine location
 - ☐ Are you legally allowed to use this route and is it considered safe for a cycling event?
 - ☐ Is this route inclusive of all athletic types involved in your event e.g is terrain hilly, rocky, flat?

3-6 months Prior to Event Day

- ☐ Build your event landing page
 - ☐ Add necessary features, such as Multiple Teams, Registration and/or Fundraising Minimums
 - ☐ Customize and brand your campaign
 - ☐ Determine how you'll collect donations on the day of the event
- ☐ Recruit Personnel
 - ☐ Nonprofit staff/ event organizers
 - ☐ Day-of staff
 - ☐ Volunteers
 - ☐ Medical professionals/ EMTs/ Police
 - ☐ Entertainment
- ☐ Acquire Sponsorships and begin to promote their involvement
 - ☐ How much time do you need to have conversations with potential sponsors?
 - ☐ Who is negotiating sponsorship terms?
- ☐ Order Resources and Supplies
 - ☐ Toilets
 - ☐ Food/water tents
 - ☐ Signage & tape for marking the course
 - ☐ Concession stands
 - ☐ Bibs
 - ☐ Time-keeping devices

Pre-Event Continued

3-6 months Prior to Event Day (continued)

- ☐ Purchase Event Merchandise
 - ☐ Order T-Shirts, hats, etc.
- ☐ Create Communication Plans
 - ☐ Fundraising tips and toolkits
 - ☐ Special Contests/Sweepstakes and/or incentives
 - ☐ Messaging Plans
- ☐ Get the word out
 - ☐ Spread your campaign and advertise your event via email and social media
 - ☐ Consider any local outlets that are available to you like radio or signage

1 Week Prior to Event Day

- ☐ Communicate essential event-day info via email to all registrants, supporters and volunteers including:
 - ☐ Schedule/time
 - ☐ Parking
 - ☐ Need-to-brings
 - ☐ Registration procedure
 - ☐ Weather
- ☐ Clearly mark route and prep and organize event-day merchandise and supplies

Event Day

- ☐ Run a Registration/Participant report for all attendees
- ☐ Arrive first
- ☐ Make same-day donations available
 - ☐ Consider text to donate
- ☐ Take photos and document it all to promote next year's event

Post-Event*

1-2 Days Post-Event

- ☐ Make final "ask" for donations
 - ☐ Make sure to include the tangible impact of the potential donations. How will the nonprofit use the money raised?
- ☐ Post a Campaign Update that includes: total amount raised, goal progress and other encouraging stats like top fundraisers, teams and participants
- ☐ Thank all supporters
 - ☐ Send thank you messages via email and on social media

Post-Event Continued

2-3 Days Post-Event

- ☐ Send post-event survey
 - ☐ Did the event meet your participants' expectations?
 - ☐ Will cyclists return again?
- ☐ Send out event pictures, leaderboard times and other event-related news
 - ☐ **Bonus:** Include future VIP events or volunteer opportunities, important campaigns or organizational updates

1-2 Weeks Post-Event

- ☐ Personalize messaging to VIPs such as big donors, big fundraisers, sponsors, repeat attendees etc.
 - ☐ Make personal phone call
 - ☐ Mail a thank you note
- ☐ Award prizes (if applicable)

**For more on how to maximize your success after your event, check out our [Post-Event Engagement Guide](#)*

Post-Event Evaluation

- ☐ Goals and Budgets
 - ☐ Did you reach your goal?
 - ☐ Were there any unforeseen costs?
 - ☐ Did you adhere to your budget?
 - ☐ What was your total net donation?
- ☐ Participation
 - ☐ How many participants attended?
 - ☐ Was this more/less than expected (or from years' past)?
 - ☐ Did participants find and access the venue easily?
- ☐ Resources
 - ☐ Was there sufficient food/drink/refreshments?
 - ☐ Were there sufficient volunteers?
- ☐ Problems/ Improvements
 - ☐ Did anything go wrong? If so, can this be fixed in the future?
 - ☐ How can you scale attendance and fundraising in future?
 - ☐ Could you use additional functionality eg. registration, fundraising minimums, or text to donate to bolster your event's fundraising?