



# Charity Ride Planning Guide

**UPCOMING  
EVENTS**

# RAC Charity Ride Planning Guide

Helping you to create an epic ride.

So, you want to host a charity ride. This guide is here to take a bit of the guess work out of it, giving you most of the tools you need. Each ride is different, so some of the check boxes may not be relevant. Please use what you need.

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The first thing you need to organise, before anything else, is a committee, or group of dedicated people, to help. Although it may be possible to organise a charity ride on your own, the amount of work that is required means that you may miss things or, worse still, burn out before the event. Find others that want to come on board, find out what their skills are and build on that.

## THE DATE



Saturday or Sunday? - there is generally more traffic around on a Saturday, making it a bit more of a challenge. But if you are travelling back roads only, this won't be an issue.

Long weekend or public holiday? - if you have riders travelling a distance for your event you may want to look at a longer weekend for convenience.

Are there any other major events on in your region on that date? - you don't want riders to have to choose between two events.

Rainy day plans:

If the weather closes in, what is your plan?

## THE CHARITY



Who are you fundraising for? Is it an individual or a charity? You will need to make this clear on your advertising.

If you are fundraising for an individual you need to confirm with them that you can use their details (obvious I know, but sometimes people want to keep things private).

If it is a charity, have a chat with them first. See what they need for their charity and incorporate that into your advertising. Are you hosting the ride in conjunction with one of their events (Blue September, Relay for Life, Suicide Awareness Day etc). Will they have anyone available to come and say a few words at your event, or can they supply a flag, brochures etc? How will you promote who you are fundraising for on the day of the ride?

## THE ROUTE



Ok, this is where the work begins. In some ways the route planning is the hardest job.

How many riders are you expecting to participate? You will need to choose roads that are appropriate for the least skilled participant. If you know all the riders taking part, this makes it easy. But that is not generally the case. The last thing you want is for someone to ride beyond their abilities and crash, bringing down other riders.

Will you be taking main roads, or back roads? Look at how many intersections you will be crossing or passing through. You will need some kind of marshalling for these intersections, and not just for traffic control. If there is a gap in your group, you need to make sure participants don't ride off in the wrong direction. You can place cones at appropriate places with signs and arrows. These will need to be placed well before the ride, so make sure they are visible but also in a safe place so no other vehicles will run into them. Unfortunately, if they are placed too early, there is also the chance that someone will move them. So humans at intersections are a bit more reliable (we will cover marshalling in-depth further on).

What time of year are you wanting your charity ride to happen? If it is in the cooler months, what are the roads like? Will they be green or slippery? Is there a chance of slips? And time of day - where is the sun sitting? Will there be a chance of sun strike?

Combine that with petrol stops for those unfortunates that have small tanks (and bladders) and a mid stop for refreshment, and suddenly there is a lot to consider.

And all of that is sandwiched between the start and finish points. Is there enough parking space for 100+ vehicles? Can you set up for merchandise and registrations? Will there be coffee? Are there toilets available?



## THE VENUES



### Starting Point:

Where are you going to start your ride from? Does the first venue have space for everything you need?

You **MUST** have toilets available if nothing else.

If this venue isn't a food place, can you get a coffee cart there for the morning (and will you have enough riders to make it worth their time)?

Is there an under cover space for you to take registrations on the day, and also enough room for merchandise and/or raffles? If not, can you set up a gazebo?

How many bikes are you expecting? Make sure there is enough room for them to all park safely, and for the riders to congregate before the ride.

As you head out on your ride, is the venue easy enough to lead from, or will there be traffic problems?

### Mid Point:

Ok, we are half way through the ride and it is time for everyone to stretch their legs. It's also time for a toilet break, drink and chat. This is also a place for your marshalls to regroup before the next stage. So, nearly everything you had to think about for your starting point applies here (apart from the merchandise, registration and raffles). You also need to think of where your riders can refuel if needed.

### Final Destination:

Well, you made it! Time for a well earned rest. Your end destination is also a great place to sell more merchandise and/or raffle tickets. Again, everything you needed to think about for your start venue is also applicable here, but also, do they have food?

With all of your venues, what happen if you need to postpone or cancel the ride due to weather? How much notice do they need?



## MARSHALLS

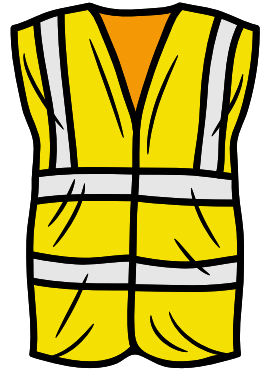
Each intersection or place where riders may go in a wrong direction, needs a marshall. They are not necessarily there to stop traffic, but they are definitely there to guide your event participants in the right direction.

Do you have enough marshalls for every intersection without the need for them to race ahead of the pack to hurry to the next destination, or will they regroup at the midway point to cover the next lot of intersections?

How visible are they? Do they all have hi-vis vests?

Falling in with the marshalls is the tail end charlie. They are there to help with any breakdowns or incidences, so they will have either a car and trailer or some kind of transport for motorcycles. This is the one role that is a necessity but you don't want it to be used.

If there is an incident, how will the tail end charlie communicate this to the lead rider? Do you have a plan in place for the lead rider to call them after a certain amount of time waiting at your destinations? And do you have a ride medic or first aid officer?

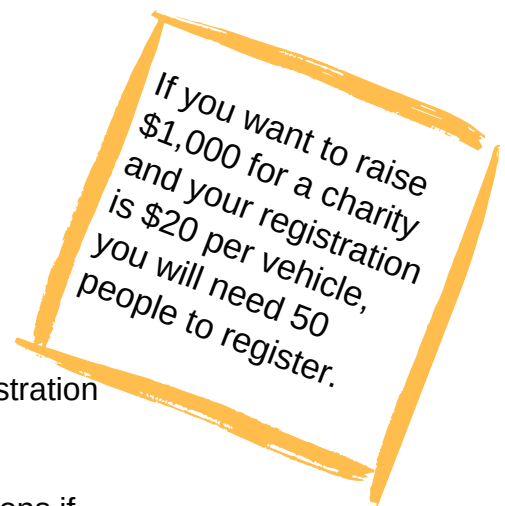


## REGISTRATION

How much will it cost each participant to register? Will your registration be per vehicle or per person?

How will people sign up for your event? Is it just a cash registration on the day or will you have an online option?

There are some sites online that can help you with registrations if you don't have a website, you will just need to check the cost of each.



## ADVERTISING

Now that you have the base of your event in hand, how are you going to get the word out for people to attend?

Facebook events is the first go-to now. It is simple enough to create an event. If you are unsure how, just ask a teen.

Posters: Create a poster for your event. This can be used on your Facebook event as well as displayed in shops and businesses. Have a look at Canva.com. They have some great design options, and the basic Canva package is free to use.

Local radio: Look at advertising on the Community notices through the radio stations that broadcast in your area. They will have a Community Notices link on their website.



## MERCHANDISE

Although merchandise isn't mandatory, riders do tend to want something to take away. It can be just an event badge, or you can produce t-shirts as well.

If you have the facilities for pre-registration, it is more cost effective to take pre-orders for merchandise. This way you do not have to carry a lot of stock and don't run the risk of being left with unsold merchandise.

If it is possible, have a portable eftpos facility available. There are Apps that can be downloaded onto mobile phones for this purpose.

When you are pricing your merchandise, make sure you have all the costs involved and know how long it will take for items to be produced.

You can also have a pre-order form at the event itself. This helps if you do not have an online presence where you can offer items.

On the day you will need dedicated merchandise people. These can also be the Registration team, or at least situated at the same table.



## RAFFLES & SPOT PRIZES

Another way to raise funds on the day is to hold one or two raffles.

Approach your sponsors to see what they can offer and make up some raffle bundles.

Ticket price is up to you, but we have found it is easier to have \$5 tickets so that we can easily count how many tickets were sold.

The simple raffle books from most stationary stores are the easiest way to sell the tickets on the day.



## SPONSORS

Local businesses are happy to support fundraisers as long as they are approached properly and respectfully.

Who to approach? What businesses do you have a relationship with? They do not need to be motorbike related. Do you have a favourite take away or restaurant that might provide a voucher for a spot prize?





# Project Dashboard




## PEOPLE LIST

This is a list of the people in organising roles. There can be one name in multiple tasks, but make sure they do not volunteer to do too many or they may drop the ball.

Role	Person	Phone	Email
Event organiser			
Charity liaison			
Marshalling team			
Route planning			
Registration			
Venue liaison			
Sponsorship & prizes			
Merchandise			
Marketing			
MC for the Event			
Tail End Charlie			

# PRE-EVENT CHECKLIST



	Task	Person	Notes
	Confirm date		
	Contact Charity		
	Ride Route complete		
	Ride marshalls organised		
	Save the Date advertising		
	Confirm venues		
	Poster completed		
	Online registration completed		
	Facebook event created		
	Radio - Community notices		
	Design badge and/or tshirt		
	Contact printers for merchandise		
	Organise MC and sound system		

## POST-EVENT CHECKLIST

[illegible]



## About Us

We are a group of motorcycle riders and pillionists who like to hit the road and ride as a group. We ride weekly when we can, and head to destinations where we support small businesses. The range of motorcycles, riders and experience is diverse, which leads to some interesting conversations and many new friendships.

There are no exclusions, everyone is welcome to join.

## But there's more...

We also ride for a cause. Because everyone has a cancer story. Be it themselves or someone close to them, cancer affects those around us. Although the cancer story is different for everyone, it is never easy. Riders Against Cancer are there to help make these stories just a little easier where we can.

Our presence in the community is one of support.

If you would like to join us either as a rider or sponsor (or both), please get in touch.

We'd love to have you on board.

[info@racnz.co.nz](mailto:info@racnz.co.nz)

**[www.racnz.co.nz](http://www.racnz.co.nz)**

Social media @racnz