

Help HFA and the bleeding disorders community by organizing a local bike ride in your area!



Thank you for considering organizing a local bike ride to help raise funds and awareness for the bleeding disorders community. The Hemophilia Federation of America (HFA) is a national non-profit organization proud to advocate, support and assist the bleeding disorders community.

The funds raised go directly to HFA's Helping Hands program. Helping Hands provides direct assistance to individuals and families with bleeding disorders during temporary financial crises.

We are very proud to offer the Helping Hands program because we understand that having a chronic condition can affect the entire family, not only physically and emotionally, but also financially. With the high cost of bleeding disorder treatments, families and individuals often face high unexpected medical costs. In addition to the medical costs, individuals and caregivers may miss work, and therefore a paycheck, when time is spent at the hospital, at home caring for a bleed or at frequent doctor visits. We understand this burden, and we know you do too!

Please help us raise awareness and funds to keep helping people in the bleeding disorders community.

In this package you will find a guide to help you organize a bike charity ride in your local area. Please let us know that you are interested in helping and we will help you with everything you need along the way. Please do not hesitate to contact Allie Boutin with any questions or to help you organize this ride. Allie can be reached via email at a.boutin@hemophiliafed.org or via phone at (978) 314-9676.

Guide to setting up a local bike ride for charity:

1. Where do I start?

Consider the following when setting up your local bike ride. Answers to these questions will help you determine location, distance and participation.

- Audience – Consider who will be participating in the bike ride. This is an important first step as it will help you determine location and distance for the ride. Will you be inviting families with small children? Or, will they be mostly adults who ride occasionally? Or, are they strong riders who like to ride long distances?
- Location – Once you determine your audience, you can check into paths or routes for your ride.
 - Family Rides – Family rides can be a lot of fun. The children will enjoy riding in a group and the event motivates the entire family to stay physically active together. It's important to ensure the safety of all the riders, in particular the safety of the children. For this type of ride, we recommend holding the event at local bike paths to minimize or eliminate car traffic concerns. If you live in a neighborhood, you can consider holding your bike ride in the streets where there is low traffic. Signs can be

posted at the beginning of the street to warn motorists that children are riding their bicycles on the street.

- Adult Rides – Many towns and cities have marked bike routes. We strongly recommend holding your bike at a bike path when possible, but for adult-only rides, street bike routes are also an option. It's important to ensure your riders understand the rules of riding on the streets and ensure their safety by reviewing the guidelines before starting the ride.
- Distance – Again, audience is very important in determining the distance of your ride. We recommend that family bike rides be no more than 10 miles long. If you hold your bike at a bike route, ensure the ride is 10 miles total, including the return to the meeting location. If you are holding an adult-only bike ride, consider the ability of each rider and draft your route based on the average rider, not the ability of the most advanced riders.
- Group Size – Think about how many people you want to invite to participate. We recommend you assume 50% of the invitees will participate. We recommend keeping the ride to a manageable number of participants, around 25-30 at most.
- Safety – Safety is of utmost importance. We recommend the following guidelines be followed for a successful and safe ride:
 - Helmets – Every rider must wear a helmet at all times while riding.
 - First aid kit – Bring a first aid kit with you in case of a minor accident.
 - Cell phone – Ensure your route is in cell range so you can call for help if someone gets hurt and needs assistance.
 - Non-rider help – Ask someone who is not riding, to be a contact person for you in case you need help. This person should be familiar with the route you are riding so they can get to you and the other riders quickly if they need to be picked up.

2. How do I invite people to participate in the ride?

There are a few ways to invite people to participate in your ride. HFA can provide content that you can use for your invitations. If you are interested in using our format, please contact us and we'll gladly help you draft the information for your invitations.

- Letters – Send a letter via US Mail or via e-mail to your friends and family. Contact HFA for content that can be used in these invitations. We will help you customize the information to include the details of your ride.
- Evite or other online invitation services – A great added benefit of using these type of websites, is that you can track who is participating directly on the

website. In addition, you can provide updates about your ride or simple emails to encourage people to get ready for the ride.

- Social media – Facebook and Twitter are great ways to let your friends and family know about your ride. However, it's important to understand that social media can reach a large number of people so you may want to use caution to ensure participation is manageable.

3. How do I raise funds?

We are very thankful that you are setting up this ride to help HFA and the bleeding disorders community. We feel it's very important to communicate that to your friends and family. Ensure they know how the funds will be used and we are very thankful for their contribution. Also, please ensure your participants and contributors know that raising funds is important, but we also believe it's equally important to raise awareness.

We encourage you to establish a fundraising goal for your ride and share that amount with the riders who will be participating and with friends and family who may not be able to ride with you the day of the event. The following are some ideas on how to reach your fundraising goals:

- Ask for an 'entry fee' for each rider: You may ask each rider to contribute an 'entry fee' they day of the ride or ahead of time.
- Collect donations the day of the event – Whether you choose to have an entry fee or not, you can consider having a donation jar or envelope for extra donations on the day of the event. Please ensure participants know that HFA can only send tax deductible letters if they have included their name and email or mailing address along with their donation on the tracking envelope.
- Non-participant contributions – People who are not able to participate may want to donate to your efforts to help the bleeding disorders community. Reach all the generous people in your life and let them know you are raising funds for a very important cause. Send letters via US mail, email or post messages on social media.
 - Set up a fundraising site (Razoo, or other free sites) – We encourage you to make it easy for contributors to donate money towards your goal. We have helped many of our riders set up fundraising teams in Razoo. The process is simple, safe and quick. We'll gladly help you set a fundraising site to share on your emails and social media posts.
 - Send emails – HFA can help you draft a concise email to send to your friends and family. If you choose to write your own email, ensure it contains a link to your fundraising site or an address where checks can be sent. Please note you may include HFA's address if you prefer that

checks be sent directly to our office. Please ask your donors to include a reference to your fundraiser on the check.

- Send letters via US mail – HFA can help you draft a letter to convey our message, our cause and your fundraising goals. If you choose to write your own letter, ensure it includes an address where checks can be sent. Please note you may include HFA's address if you prefer that checks be sent directly to our office. Please ask your donors to include a reference to your fundraiser on the check.
- Social media - Facebook and Twitter are commonly used to communicate charity events and fundraising goals. We recommend you set up a fundraising site, like Razoo, so contributors can easily donate by clicking a link on your social media posts.

This is a guideline to help you organize a bike ride for charity. We welcome ideas you may have and will be happy to help you implement them. Please do not hesitate to contact us. We are happy that you are interested in helping HFA help others and we'll work with you to make your ideas a reality.