Bike to Work Timeline for your

March 28, 2013 Event

Bike to Work

This timeline is meant as a general indication of when actions should be taken in relation to the proposed event date. For larger cities, adding two to three months of time to steps one through five is advisable to ensure that there is enough time to coordinate across a larger area and across a larger pool of cyclists.

Step 1: Write A Plan

This step involves setting goals for the Bike to Work event, preparing a planning list, recruiting volunteer workers, setting up committees, soliciting information on city/county permits, and creating a budget. If a plan already exists, update the plan to the current year.

Timeframe: October 11, 2012

Step 2: Start Fundraising

Fundraising entails preparing funding proposals for each sponsor, with clear information about how much money you are asking for, how the sponsor will be acknowledged, and how the money will be used. Information about how the sponsor will benefit from sponsoring your event is a very important component of the funding proposal. For in-kind sponsors or those sponsors who will provide giveaways instead of direct funding, fundraising should start later in the process. As a rule of thumb, organizations providing some for support for bicycling are usually the most profitable in the summer and fall, so soliciting sponsors during this time behooves any Bike to Work event organizer. Following-up with sponsors is also extremely important.

Timeframe: December 06, 2012

Step 3: Build Partnerships

To organize a successful event, it is extremely important to partner with other organizations and merchants. These linkages will be helpful long past the event. Creating a database of all the potential partners (bike clubs, bike shops, schools, universities, local government, museums, other employers, restaurants. etcetera) will encourage buy-in to the event and provide places for marketing as well as help towards soliciting volunteers and food donations. Beginning marketing initiatives early in the Bike to Work event organization process is always a good idea.

Timeframe: December 06, 2012

Step 4: Recruiting and Working with Volunteers

Volunteers are an essential component of a successful Bike to Work event. It is vital to find them, work with them, and recognize their contributions. In soliciting volunteers, be clear with your expectations and the necessary time commitment. Be aware that some volunteers are on tight schedules or have limited time to help. Look for volunteers in your own or partner organizations.

Timeframe: January 03, 2013

Step 5: Promote the Event

People will only come to your event if they are aware it is occurring. Spread the word by keeping contacts up-to-date about the status of activities, create an exciting and informative Web site, create logos and graphics, involve volunteers in the event promotion, and (if possible) create brochures, posters, press releases, banners, and signs. One place to start for event promotion is the media, including newspapers, magazines, TV, and radio. Develop press releases, give interviews, and promote your event on your Web site.

Timeframe: January 31, 2013

Step 6: Enjoy the Event!

Have fun at the event. Consider a rain plan in case the weather does not cooperate.

Timeframe: March 28, 2013

Step 7: Reward Volunteers and Recognize Sponsors

Identify sponsors in media coverage before, during, and after the event. Be sure to let all the volunteers know how much you appreciate their help; hand-written notes really show that you are thankful.

Timeframe: January 31, 2013

Step 8: Evaluate Success

Monitor how many people came and how many volunteers were used. What would you like to see in the future?

Timeframe: May 23, 2013

Step 9: Prepare for Next Year

Begin planning for the next event.

Timeframe: September 12, 2013

*This timeline was adapted from the **2010 National Bike Month Organizer Kit** by the League of American Bicyclists available at http://www.bikeleague.org/programs/bikemonth/pdf/national_bike_month_guide.pdf and from a conversation with the Active Transportation Alliance of Chicago.*