



CycleMT

Rider's Toolkit

March 2, 2024

www.logan.org/CycleMT

WELCOME! And THANK YOU!

Dear CycleMT Fundraiser,

Thank you for riding for Montana kids. Your support and generosity significantly impacts sick and injured children and young adults, and their families.

You can make CycleMT a success by riding on March 2, whether in person or virtually, and by spreading the word about this impactful fundraising initiative.

Event participants like you can promote CycleMT by sharing informative content from Logan Health's social media pages and encouraging your friends and family to contribute to your fundraising campaign through emails and social media posts.

Recruit your team and let's get riding! Thank you for joining us for our inaugural fun and competitive stationary bike relay to benefit kids in Montana.

Let's see what we can accomplish together!

With Gratitude,

Logan Health CycleMT Team

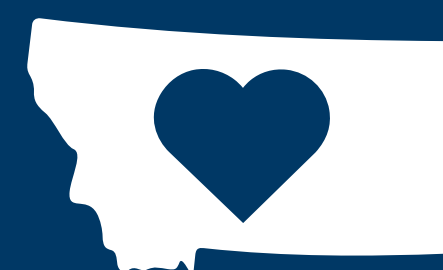
Resource for Riders



Contact Krista Rufenach for questions or support at LoganHealthevents@logan.org.

Ride for Montana

Fundraising for CycleMT is as easy as 1, 2, 3!



- 1 Go to www.logan.org/CycleMT and click "Register." Follow the prompt to either join a team or create a team as the team captain.
- 2 Create your account, pick a fundraising goal amount (minimum goal is \$125), personalize your page, and invite riders to join your team.
- 3 Each team is made up of 12 riders (at most) who will work together to raise a minimum of \$1,500 for Montana kids! Post your personalized fundraising link on social media, send it out in an email and/or send texts to your family and friends!

On the Day of the Event

- Each team member will ride as far and as fast as they can for 20 minutes on a non-resistant, stationary bike. At the end of 20 minutes, the distance will be recorded and turned in to the bike hub.
- After each 20 minute round a prize is given out for various accomplishments and recognitions; some categories include oldest rider, youngest rider, longest distance, etc.
- The event will run for 6 hours with riders changing every 30 minutes, with a 10 minute transition time between cyclists.
- If a team doesn't have 12 riders, some riders will need to ride multiple times.
- At the completion of the 6 hour ride, grand prizes will be awarded to the top teams who ride the farthest and raise the most to support the kids.
- Food and water will be provided to riders from generous local business sponsors!

Messaging Timeline & Templates



Use the timeline and templates to support your CycleMT communications!

Spread the Word

Use your voice and digital tool box to spread awareness about CycleMT!

4-7 WEEKS BEFORE - Recruit and register your team, and personalize your fundraising pages.

3 WEEKS BEFORE - Send out an initial email informing friends, coworkers, family and others about your fundraising initiative and why it's important to you.

2 WEEKS BEFORE - Share the CycleMT hero story and tell your friends and family about why you ride.

1 WEEK BEFORE - Reach out to your networks on social media, email, mobile phone or whatever way you are most comfortable with to promote our CycleMTevent and share your fundraising page.

THE DAY OF (Before your ride) - Send out an urgent "Today's the day! Let's raise money for Montana's kids!" reminder via email and on social, share fundraising updates, and THANK your networks for the support.

Email Message

Here's an email template to help you recruit team members for your CycleMT team or encourage a donation!

Dear Family and Friends,

I'm excited to share that I will be joining Logan Health's CycleMT stationary bike relay on March 2. I'm riding to support the mission of CycleMT and help raise funds for children and young adults with medical hardships that are not covered by other means of funding. The event serves children all across the state of Montana, Logan Health patients and non-patients alike.

Do you want to help kids and families in our state? Join me on March 2 and let's give Montana's kids the resources they need to live well. Let's make a difference together!

Please join me [INSERT TEAM WEBSITE URL] in helping kids and families in Montana by joining my team or making a donation.

Thank you for your support!

For the kids,
[YOUR NAME]

Messaging Timeline & Templates



Use the timeline and templates to support your CycleMT communications!

Invite your Facebook friends

CAPTION 1: I just signed up for Logan Health's CycleMT, a stationary bike relay to benefit Montana's youth! Please help me reach my goal of \$___, every little bit helps! [INSERT YOUR FUNDRAISING PAGE LINK]

CAPTION 2: I'm participating in Logan Health's CycleMT on March 2, 2024! Not only am I participating in the relay, I'm also raising money for Montana's youth impacted by medical hardships. Please help me reach my fundraising goal by making a donation on my page: [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Updates

CAPTION 1: Thank you to my generous friends and family for supporting my participation in Logan Health's CycleMT by helping me raise \$___ for Montana's youth so far. There's still time to donate: [INSERT YOUR FUNDRAISING PAGE LINK]. Please help me reach my goal!

CAPTION 2: Just ___ week(s) left until I'm cycling at Logan Health's CycleMT! So far, I've raised \$__ to support Montana's children. I'm challenging myself with the event, and I'm asking you—my family and friends—to support my efforts by making a donation to invest in our state's youth impacted by medical hardships. Will you help me reach my fundraising goal? [INSERT YOUR FUNDRAISING PAGE LINK]

Fundraising Goal Met

CAPTION 1: We did it! Thank you to everyone who helped me reach my fundraising goal for Logan Health's CycleMT! I can't wait to challenge myself on March 2. If you haven't had a chance to donate yet, there's still time! [INSERT YOUR FUNDRAISING PAGE LINK]

CAPTION 2: Thank you to my friends and family for all of your support! Together, we raised \$__ for Logan Health's CycleMT. Every dollar raised will benefit youth in the state of Montana! Still want to show your support? You can donate at [INSERT YOUR FUNDRAISING PAGE LINK]
Keep an eye out for some cycling photos of me at the event on March 2.

Brainstorming



We all have a network of potential supporters... all you have to do is ask!

Your Sphere of Influence



Think about the people you interact with regularly and ask them to join you in supporting Logan Health's CycleMT fundraiser. Using the sphere of influence as a guide, brainstorm people you know from each category. You'll be surprised how quickly you have a list of people you can ask to join your team, form their own team, or make a donation!



Tips for Fundraising



Follow these tips to quickly achieve your fundraising goals:

- Make a donation yourself
- Ask 4 family members to match your gift
- Ask 4 coworkers to match your gift
- Ask 4 friends to match your gift
- Remember to thank every person who donates to your page!