



How-To Do Virtual Bike-a-Thon

How Does A Virtual Bike Fundraiser Work?

When was the last time you completed a century bike ride (100 miles in one day)? Many of us wouldn't dream of driving 100 miles without a break, let alone cycling that distance! Yet, many cyclists love pedaling dozens or hundreds of miles to relax, exercise, take in the beautiful scenery--and to support their favorite charities.

A virtual bike event lets people use the miles they cycle to raise money. There are lots of different ways to structure this type of virtual fundraising event.

Charge an entry fee:

The simplest way to organize a virtual bike fundraiser is to charge an entry fee. So, if it costs you \$10 per participant, you might charge \$30-\$40, so you can put on a great event and raise money towards your minimum.

What Might Your Costs Be?

A registration platform. If you do not use your fundraising webpage.

How can I do this?

- Peloton is all the rage. Have one? Great! Have friends that have one? Great!
 - Set a hashtag for your fundraiser and ask everyone to put it in their bio.
 - Charge \$40 or whatever you think is best for your friends/family.
 - Pick a 45 or 60 min ride and date and time and start promoting.
 - Person who tops the leaderboard wins!
 - What do they win?
 - Signed Tedy item?
 - a GC to a fun local restaurant?
 - A spa package.
 - Be creative!
- Have any type of indoor or outdoor bike? Great!
 - Set a minimum mileage for people to complete and make it fun!