



Outdoors for All STP Team: 2011 Team Information

Hi Cycling Team Member!

We're so glad you're interested in riding in the STP with us! Outdoors for All uses the STP as a fundraising opportunity to help raise money to help support our mission. A fun and exciting time waits. Whether this is your first, second or 30th time riding the Seattle to Portland (STP) bike ride, you are sure to have an enjoyable and memorable experience riding with us and your fellow teammates!

There are many ways to be involved with us for STP. Below we will outline exactly how you can be involved, whether as a participant or a volunteer. Check out our comparison guide to also see how riding with Outdoors for All can not only be fun, but affordable! Help us raise money for all of our exciting programs and get to experience one of the most popular bike rides in the nation!

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Benefits to Riding with Outdoors for All!

- As a member you've already committed to our year-round cycling team, now let's work together to raise funds and let us support you on July 9th and 10th.
- We've got some great pre-STP training rides lined up for the team. So join us and get ready for your 200 mile venture.
- Pre-Party gathering – pasta feed – get loaded up on carbs!
- We will transport your sleeping gear and any other items you choose to bring to the midway point and back to Seattle. And since there is only a certain number of team members you can find your stuff fast and be sure that it arrives safely!
- Accommodations are away from the chaos of the actual midway point giving you space after your first day of riding!
- Your own private support crew – only for the Outdoors for All Team!
- After-Party – celebrate your success with a BBQ!

Team Role Options

STANDARD TEAM RIDER

This is our most common and popular role on the team. Typically we have over 25 Standard Team Riders. This role is for individuals who want to ride on our team. You are responsible for fundraising \$400 and in return you get a whole bunch of perks!

**STP registrations are paid for up front by Outdoors for All. You will pay the registration fee to us NOT Cascade Bicycle.*

TEAM VOLUNTEER

Whether you're interested in volunteering to ride with us or help us with logistics, you are a big part of our STP team! The following volunteer positions are needed:

Volunteer VIP Rider: Train and ride with a participant with disabilities to help them reach the goal of riding 200 miles to Portland, OR. It is important for this volunteer to be willing to commit to AT LEAST THREE training rides with their participant leading up to the STP and also the two day event on July 9-10.

NOTE: If we do not have any participants riding with us or for you to train with, you will need to become a Standard Team Rider instead.

Sag Wagon Volunteer: A sag wagon is a support vehicle for cyclists. Sag wagon drivers will be needed for July 9-10 and possibly on some of our training rides if you are available. We are looking for at least two drivers at this time. Drivers will have to be qualified to driver our Outdoors for All vehicles and be comfortable hauling trailers.

**Although no fundraising goal is required for SAG Team, we highly encourage everyone involved to help with fundraising for our team! Please feel free to help the cause but know that it is NOT required for SAG Team.*

Pit Crew: We are always looking for skilled individuals to help out as pit crew for our riders. Are you a massage therapist? Or maybe a skilled bike technician? Nurse? EMT? We are always looking for individuals to be part of our pit crew on July 9-10.

**Although no fundraising goal is required for Pit Crew, we highly encourage everyone involved to help with fundraising for our team! Please feel free to help the cause but know that it is NOT required for Pit Crew.*

Total Fundraiser Cost for Standard Team Rider:

- Fundraising Amount \$400

Benefits:

- Accommodations & food
- Outdoors for All STP Jersey
- Parking and transportation of your gear
- Fundraising support to help meet your goal

Total Fundraiser Cost for Volunteers:

- Fundraising Amount \$400

Benefits:

- Accommodations & food
- Outdoors for All STP Jersey
- Parking and transportation of your gear
- Fundraising support to help meet your goal

Total Fundraising Cost for Sag Wagon:

- No fundraising requirement for SAG drivers*

Benefits:

- Accommodations and food
- Team jersey available for purchase for \$75 for Sag Wagon Drivers.

Total Fundraising Cost for Pit Crew:

- No fundraising requirement for SAG drivers*

Benefits:

- Accommodations and food
- Team jersey available for purchase for \$75 for Sag Wagon Drivers.

Frequently Asked Questions

How do I register for the team?

To begin, you must be a member of the Outdoors for All year-round cycling team. You can find information on joining our cycling team at www.outdoorsforall.org/CyclingTeam.html. If you are already a member, you can register online, see the “Getting Registered” section on page 4.

How much will it cost me to ride with the Outdoors for All team?

To ride as a cyclist with our team the minimum amount that will need to be raised is \$400 (includes registration fee of \$100). We are here to support your fundraising efforts through tools or by joining our speaker’s bureau. Most people will contact friends and family to help support their ride on the team. Our riders typically do not have any problems raising the \$400 and typically raise between \$450 and up to as much as \$2000!

Do you provide travel, overnight accommodations and food?

YES! Travel from Magnuson Park to Portland and back is included. Also, we provide accommodations and food for dinner on the 8th and breakfast on the 9th. It also covers your stay at our midpoint location on the 9th. Accommodations are ONLY available at our midpoint stop (Toledo High School) that we arrange, not Portland.

Will you provide a bike for me to use for the STP and training?

We unfortunately do not have any quality road bikes for use for riders. We do help participants with disabilities with finding the right adaptive cycle from our fleet and provide that for them for the ride and for training rides we have scheduled.

Can I still be part of the Outdoors for All team if I only want to ride the STP in ONE day?

YES! We have many riders who choose to fundraise for our team but only want to do the ride in one day. Minimum fundraising and registration fees still apply to one-day team riders. We will accommodate one-day riders who are part of our team with a ride back to Seattle on July 11th but you must contact us ahead of time.

Scheduled/Organized Team Rides

As a cycling team member, we’ll have year-long organized team rides. Below is the list of our organized rides for the 2011 year. This is the abbreviated version of the rides. For the complete training ride packet, visit our Cycling Team page and select the “Training Rides” link to see a complete list and all the details for each of the rides we organize.

DATE	LOCATION	TIME	MILES
April 3, 2011	Magnuson Park	9:00 a.m.	20 Miles
April 30, 2011	Magnuson Park	9:00 a.m.	23 Miles
May 14, 2011	Magnuson Park	9:00 a.m.	50 Miles
May 22, 2011	Vashon Island	9:00 a.m.	30 Miles
June 11, 2011	* Flying Wheels	8:00 a.m.	25, 45, 65 or 100 Miles
June 25, 2011	TBD	9:00 a.m.	TBD
July 2, 2011	TBD	9:00 a.m.	TBD

Please note all training rides are subject to change and miles may be varied depending on weather and riders preference.

*Flying Wheels is a pay for bike event. You will need to pay the registration fee for the event if you plan to ride the event itself. This is a completely optional training ride (as are all our training rides).



Getting Registered!

All of our registration and fundraising is done online. Through our system we'll get you registered for STP and help you create your own personal fundraising page so you can track your progress.

Before moving any further you must have completed our Cycling Team Application, please visit our cycling team page and apply if you haven't already. www.outdoorsforall.org/CyclingTeam.html.

Step 1: Registering for STP and Creating your Personal Fundraising Page:

Use the link below to register for this year's 2011 Outdoors for All STP team:

- Register for STP:
<https://atl.etapestry.com/fundraiser/OutdoorsforAllFoundation/STP/register.do?teamOption=3203.0.19345538>

This link should take you to a step asking if you already have an account or if you need to create a new account. If you have signed up for any other fundraising events using our online tool (ex: Spree at Alpentel) you can just sign in using your login email and password from before. If you cannot remember your password, you can use the correct link to get it emailed to you.

Fill out the registration information. You will be emailed confirming your registration. Once you get this email you will be able to login to your page and settings. To LOGIN to your personal page, use this link:

- Login to your fundraising page
<https://atl.etapestry.com/fundraiser/OutdoorsforAllFoundation/STP/login.do>

NOTE: If/when you are asked to choose a team, you will want to search for "2011 Outdoors for All STP Team". It should automatically be in the selection listed but if not, just search it. Make sure you select, "join a team" rather than register as an individual. You can change it later if you accidentally choose this option. So no worries!

- The 2011 Outdoors for All Team page link is:
<https://atl.etapestry.com/fundraiser/OutdoorsforAllFoundation/STP/team.do?participationRef=3203.0.19345538>

Step 2: Editing your Personal Fundraising Page

When you register you also create your personal fundraising page. You can login and you will see some selections on the right hand side column under the area that says, "My User". Here you can edit your page text, put up a photo and send emails to donors. This is a great way to promote your passion for our organization personally!

Step 3: Requesting Donations through Your Personal Fundraising Page

If you go to the link under "My User" called "Emails" you will see some text that you are welcome to copy and paste to send out to your friends and family to request donations. There are also links for you to use or copy and paste into your email to take them directly to your donation link for you as an individual. *There are two ways people can donate to the team.* Through you as an INDIVIDUAL (My Page Link or Sponsor Me) or straight to the TEAM (Team Page link). To make sure you get credit for your donations and so you can keep track, always send people to your personal/individual page (My Page Link). Copy and paste that link to use in your email requests.

If you have friends you want to join the team and fundraise and ride, you can send them to the team page and have your friends hit the link, "Join Team".

Questions? Please contact Morgan Kokenge- Phone: 206.838.6030 x213 Email: morgankokenge@outdoorsforall.org

Fundraising: Helpful Tips

HOW DO I FUNDRAISE?

It is a lot easier than you might think! Most of the success of our previous team members came from email campaigns to their friends and families. Simply sending out an email talking about what you are doing and what cause you are raising money for. Setting a goal amount you are trying to reach and how many people at what specific amount can get you there is also a good way to make it easy on those you are requesting. (See the sample letter below).

Outdoors for All will have links available for each fundraiser on our team so you can easily send someone to your own donation link.

WHO SHOULD I ASK?

Your family, significant other, friends, neighbors, co-workers, roommate, doctor, lawyer, dry cleaner, vet, hairdresser, barista, teacher, students, sports team buddies, gas station attendant, carpool friends, waiter at your favorite restaurant, weekly card game partners, folks from church, people on your holiday card list, people at your gym, people who work in your building, people who shop at your market, people you ride the bus with, yourself, and everyone else you know!

Tips for selling to Family, Friends, Neighbors & Co-Workers:

1) In-Person – one of the best ways to fundraise is to talk with someone face-to-face. This gives you time to have a conversation about why you are selling tickets and how important it is to help your cause.

2) Letter or Email –Email will give you the ability to link directly to your personal fundraising page, making it easy for people to get funds to you, see the sample email/letter below.

WHAT'S THE BEST WAY TO ASK?

From Jen and Andrew: "Send a letter to everyone you know with a self-addressed, stamped, return envelope."

Michael: "Bring a bag of bagels, muffins, and juice to work and invite everyone in your office to join you for breakfast and the opportunity to learn about what you are doing to help raise money for Outdoors for All. Have a donor sheet next to the goodies with a sign reading 'donations gladly accepted!'"

Steve: "Start early, ask often, and be shameless! Remember, you're not asking money for yourself, you're collecting donations to help people with disabilities experience the outdoors!"

Cathy: "I kept a sponsor sheet in my desk at work, one in my car, one in my purse, and one next to the phone – I was always ready to collect contributions."

And don't forget about Matching: if you or any of your individual sponsors are employed by a company that provides matching funds, you can double your donations by simply filling out the forms provided by the company!

Sample Fundraising Letter/Email

Don't forget that while we hope to build healthy bodies, challenge ourselves and our community, and raise awareness for Outdoors for All, this event is also a FUNDRAISER. Dollars raised through Outdoors for All volunteers and participants in the STP will enable Outdoors for All to continue to enrich the lives of children and adults with disabilities through outdoor recreation. Below is a standard e-mail volunteers and riders have sent to friends and families requesting their support for the event. Feel free to use it as a template and forward onto individuals you think would like to support you in the event.

Hey friends and family,

As many of you know on July 9-10, I will be riding the Group Heath Seattle to Portland Bicycle Classic (STP) with a team from the Outdoors for All Foundation. The STP is a famous double century ride (bike lingo for 200 mile) that draws 10,000 riders each year.

Outdoors for All's programs enrich the lives of children and adults with disabilities through outdoor recreation. Think about the first time you skied down a slope, climbed to the top of a rock, or hiked a peak and the feeling that gave you. Now, multiply that times ten and you may get closer to the feeling many of Outdoors for All's participants get when they take part in our programs! Often times they believe or have been told "they can't" do bike, climb, hike, ski, etc. At Outdoors for All we SHOW them they can...and the ripple effect this one event can make in the lives of individuals with disability, their family members, and the staff and volunteers that work with them is amazing. For more information about Outdoors for All go to: www.outdoorsforall.org

Each day I get up to train, I'm inspired by my Outdoors for All STP teammates who have joined together to ensure individuals of all abilities have access to outdoor recreation – be that a recreational ride around a park or a 200 mile ride from Seattle to Portland.

While many of you already support Outdoors for All in different ways, I wanted to make sure you had yet another opportunity, sponsoring me or one of our participants in the STP. I truly appreciate any and every level of pledge, as every penny counts toward my goal of raising \$400. In order to reach my goal, I need to recruit a minimum of 25 people who agree to sponsor me at 10 cents per mile. That's only a \$20 sponsorship from each person!

Like any endeavor, the support of friends, family and community is the key to success. Please take a moment and consider supporting Outdoors for All so we can continue to help insure recreational opportunities like the STP are accessible to everyone.

When you have decided on a sponsorship amount, please contact me at (telephone number) or (E-mail address) so I can record the amount of your pledge and your contact information. I will be reconnecting with you at the end of July to share my experiences and collect pledges (pledges can be collected via credit card, cash, or check). You also can make a donation for the total amount online at:

www.outdoorsforall.org/stp.html (MAKE SURE THIS IS YOUR PERSONAL PAGE!)

Thanks as always for your support for Outdoors for All, for our community, and, of course, for me. I am fortunate to have such an amazing group of friends and family in my life!

Thank you again, (Your Name)

P. S. – Many companies match their employees' charitable giving – please ask your employer to match your contribution! The Outdoors for All Foundation is a 501(c)(3) organization. This means that your donation is tax-deductible as well.

Team Contact Information

If you have questions regarding the Outdoors for All STP Team, would like to be added to our team contact list or want more information, please contact us at the information below:



EVENT CONTACT & ORGANIZER:

Morgan Kokenge
206.838.6030 x213
morgankokenge@outdoorsforall.org

CYCLING TEAM QUESTIONS:

Connor Inslee
206.838.6030 x224
connorinslee@outdoorsforall.org

ETAPESTRY REGISTRATION & ONLINE FUNDRAISING:

Missy Gresen
206.838.6030 x214
outreach@outdoorsforall.org

Other Rider Resources

Outdoors for All STP Webpage:

<http://www.outdoorsforall.org/STP.html>

Outdoors for All STP Facebook Group Page:

<http://www.facebook.com/group.php?gid=122435801100104>

Cascade Bicycle Club - STP Guide:

http://cascade.org/EandR/stp/pdf/stp_preride_guide_2010.pdf