

## How to organise a sponsored cycle ride for Lymphoma Action



# A step-by-step guide

Thank you for considering supporting Lymphoma Action by organising a sponsored cycle ride. This guide will help you think of things you may need to consider when planning your ride \*.

We are here to help you and if you have any questions about this guide or any other issue in relation to the organisation of your cycle ride please contact the fundraising team on [fundraising@lymphoma-action.org.uk](mailto:fundraising@lymphoma-action.org.uk) or **01296 619419**.

## Planning

### 1. When

Decide on the day, date and time you would like to hold your cycle ride. Consider the following when choosing:

- aim for a mid morning start time, ideally a Saturday or Sunday as more people will join you
- where possible avoid November to February due to there being more chance of adverse weather

### 2. Where

Choose a location for your route:

- Try to make it easily accessible for those who you are expecting to take part
- If you cycle regularly you may want to use a route you know, but remember if you are an experienced cyclist, take into account there may be those cycling who are not used to cycling on busy or main roads
- It is often better to use tried and tested routes as used by Sustrans ([www.sustrans.org.uk](http://www.sustrans.org.uk)) which includes the National Cycle Route Networks (Blue Signs). You can plot new routes by using the following websites
  - [www.cyclestreets.co.uk](http://www.cyclestreets.co.uk)
  - [www.gmap-pedometer.com](http://www.gmap-pedometer.com)
  - [www.cycle-route.com](http://www.cycle-route.com)
- Many local parks, forests and woods offer great cycling routes, find out more by contacting your local council's parks office or the Forestry Commission at [www.forestry.gov.uk](http://www.forestry.gov.uk)
- Your local cycling club may also be able to offer suggestions and may want to get involved

### 3. The route

Choose a route that is appropriate for your intended participants. Think about:

- A circular route, starting and finishing at the same point so people can pick up cars easily.
- The distance should be challenging, but not too hard that it will put people off. Most people can cycle 20 miles with little or no training, so for a group of mixed ages and abilities, no more than 30 miles and probably no less than 15.
- If possible organise a shorter route within the ride of 5 - 8 miles of off road cycling in order that younger children can take part.
- Keep in mind the terrain, one or two hills are ok, but too many hills and your sponsored cycle ride runs the risk of becoming a sponsored walk.
- Make your directions clear and concise and where possible use landmarks to let riders know they're on the right route.
- If you have enough people, use stewards in high viz jackets to direct the way.

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- Have someone available in a back up vehicle where possible to assist those getting lost or having cycle difficulties.
- Ensure that the lead person has a mobile phone and that their number is given to everyone

#### 4. Facilities

- **Refreshments.** Try and organise your route so that there is a half way point where cyclists can stop and have a drink and also check in. A pub is a great place to meet at the halfway point – let them know as far in advance as possible that the group will be arriving.
- **Toilets.** It is a good idea to start and finish your route close to public toilets.
- **Parking.** Ensure there is enough parking nearby to accommodate the cyclists arriving by car. If it is a pay and display or a car parking meter, try to negotiate with the car parking official / provider a flat fee for participants for the day. You may need to ask for permits to display in car windows.

#### 5. Keeping it safe & legal

Please ensure you consider health & safety and legal requirements when organising your cycle ride. Think about:

- Making sure that all riders wear a cycle helmet and have adequate clothing
- Making sure that riders have puncture repair kits and/or a spare inner tube
- Informing the police that you are holding the event, just so they are aware (especially for 25 cyclists or more)
- Cycling the route in advance. Check for any unexpected surprises or problems e.g. roadworks, busy junctions, other events
- Using a disclaimer on all registration forms (see example enclosed in this pack) to ensure participants take part at their own risk
- Making clear that children must be accompanied by an adult (over 18 years) at all times
- Asking an experienced cyclist to lead the route and another to 'sweep' at the back of the group
- Ensuring you have a first aid kit and if possible, qualified first aider with you on the day
- If you have any queries or require further help email [fundraising@lymphomas.org.uk](mailto:fundraising@lymphomas.org.uk)
- **VERY IMPORTANT** - You will need to take out public liability insurance for the ride. A company that provides insurance for one off events is Event Insurance Services Limited 01425 470360 [www.events-insurance.co.uk](http://www.events-insurance.co.uk)

#### 6. Registration fees / sponsorship

You can either charge a registration fee or set a minimum sponsorship amount:

- The registration or minimum sponsorship can be set at £25. There should not be any costs involved, but if there are, make sure these are covered by the amount you ask for

#### 7. Inform Lymphoma Action

Tell us about your planned cycle ride, we can help with marketing and fundraising ideas. Call the fundraising team on **01296 619419** or email [fundraising@lymphoma-action.org.uk](mailto:fundraising@lymphoma-action.org.uk).

## Marketing

### 1. Recruiting participants

Once you have completed the planning for the cycle ride, it is time to get other people involved. Publicising your ride is vital, try doing the following:

- Asking family and friends to spread the word.

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- Putting up posters (template enclosed but you will need to fill in details of your cycle ride) in the local area, including: businesses, dentists, doctors' surgeries, news agents, cafés and libraries.
- Registering your ride on local cycling and event websites.
- Asking Lymphoma Action to list your cycle ride on our website, [www.lymphomas.org.uk](http://www.lymphomas.org.uk), and on our Facebook and Twitter pages.

## 2. Media

Try to get your local media (newspaper and radio) involved in publicising the event for you. We can provide a template press release and help you find media contacts in your area.

## 3. Registration

Set up a Just Giving page where people can donate their registration/sponsor money. This will save on time and administration on the day. Alternatively, ask cyclists to turn up on the day with their registration fee / and or sponsorship money. Hand it to a volunteer to keep safe / locked away before you set off on the ride. If you are happy to, include a contact number for cyclists to contact you before the event to find out further information.

## On the Day

### 1. Be there early

Be at the start point in plenty of time to register your participants, there will always be an early arrival and you will need to be prepared. **Remember** to take plenty of disclaimers for individual cyclists to sign on the day. You could:

- Decorate your start/finish point with balloons (order them from the fundraising team)
- Hold a raffle and sell tickets before the start.
- Ask that people wear purple for the event, or order one of our purple lymphoma t-shirts from our online shop [www.lymphomas.org.uk /shop/merchandise.asp](http://www.lymphomas.org.uk/shop/merchandise.asp)

### 2. CYCLE RIDE!

Before you start, as the organiser, you could say a few words to thank everyone for taking part and explain how their money is helping. For example:

*“Thank you all for joining us today on our sponsored cycle ride for Lymphoma Action. All the proceeds from today will help the charity to provide information and support to anyone affected by lymphatic cancer.*

*Lymphoma is the most common cancer affecting the under 30s and 5<sup>th</sup> most common cancer diagnosed overall in the UK. More than 13,500 new cases are diagnosed each year.*

*Lymphoma Action relies on voluntary funding to keep their free core services running and the money you raise will make an enormous difference in helping them to answer calls to their freephone helpline, to send out vital information about the illness, to train their buddies and to set up new support groups.*

*Thank you and remember to keep safe, cycle in groups and most important of all, enjoy your ride!*

### 3. PHOTOS

Take plenty of photos at the start, during the ride and at the finish. Share them on Social Media, send them to Lymphoma Action and the press afterwards. **Please make sure you gain consent to use them, we can send forms.**

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#### **4. The finish**

Have some volunteers at the finish line to welcome the cyclists home. You could:

- Hand out a certificate or medal to each cyclist (ask us for certificate templates)
- Have drinking water available (which you could ask a local supermarket to donate)
- Draw the raffle prizes (if you choose to do one).

Say thank you again to your cyclists for taking part and head to the pub!

## **After the event**

### **1. Money**

Collect the sponsorship money and registration fees and send to Lymphoma Action (information on how to do this is enclosed). Where possible send sponsorship forms as well so we can claim the Gift Aid.

### **2. Thank you**

If possible thank all your participants for taking part and raising money. Do this by email or phone to keep costs low.

### **3. Relax**

You have organised a fantastic event and made a real difference to those affected by lymphatic cancer.

# **THANK YOU!**

*\* Disclaimer: This document is intended as a guide only and Lymphoma Action cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of organising or taking part in your sponsored cycle ride.*