

PEDAL TO END CANCER GYM COORDINATOR TIMELINE

Thank you for your interest in bringing Pedal to End Cancer to your community! Below is a timeline with tasks that should be completed to execute a successful Pedal event. For your convenience, we have categorized and color coded the tasks into 3 groups: BLUE tasks are absolute musts to make a Pedal event happen, RED tasks will help ensure that your Pedal event is high quality, and GREEN tasks are not necessary but great additions if you have the time and manpower to complete them!

TWO TO THREE MONTHS OUT

- Say “YES!” and commit to hosting a pedal event at your gym.
- Decide on size, location, timing, and scope of your event.
- Start thinking about event-day details as soon as you commit to holding a Pedal event, including:
 - Securing instructors for each hour of your event
 - Snacks, drinks, and other refreshments for riders on event day
 - Possible fundraising enhancers (raffles, food/merchandise sales, etc.)
 - DJ, entertainment, other event enhancers
- Work with your American Cancer Society Volunteer Lead to set up an event website.
- Hold a meeting with gym staff/members who would like to be involved in planning your Pedal event; recruit others to help you with this to-do list!
- Promote event on social media and through gym member communication outlets.
- Schedule Pedal presentations during your busiest spin class times to recruit riders.

Class	Day/Time	Presenter	Notes

- Holding an event at an offsite location?
 - Hire a moving company to get bikes to event location.
 - Secure insurance documentation.
 - Begin planning for other necessary logistical items.

MONTH PRIOR TO EVENT

- Begin weekly check-in calls with your ACS Volunteer Lead.
- Continue to promote and recruit riders through social media and member communication.
- Encourage fundraising among registered riders and motivate them to be successful. (See our *100 Ways to Fundraise* document for ideas!)
- Work with other gym employees and volunteers to secure the necessary donations to enhance your event (refreshments, raffle items, entertainment, etc.).
- Organize challenges to encourage pre-event fundraising among registered riders.

MONTH OF EVENT

- Event day!
- Check out the Pedal to End Cancer Guidebook for some great ideas to enhance the event-day experience, including donation handling, rider experience, logistics, and American Cancer Society mission messaging for riders.
- Meet with ACS Volunteer Lead to recap event and plan follow-up.
- Send thank-you letters or emails to riders, sponsors, etc. (Volunteer Lead or Gym Coordinator)
- Close out your event on your website and follow steps to send in any cash or check donations.



Questions? Please reach out to your local ACS staff partner or email us at pedaltoendcancer@cancer.org. Good luck with your event!