

Stationary Bike Challenge

Fundraising Fact Sheet



A Stationary bike challenge is a simple and effective way to combine training, raising awareness and fundraising in one hit. Once you've done your first one it is an easy model to roll out time and time again in the lead up to Tour.

Glen Wilke, rode Signature Tour 2018, he booked a number of monthly stationary bike challenges with his local shopping centres. Below are his tips and tricks on how to make this a successful fundraising event:

“Setting up the bike challenge now is as simple as putting out a table and setting up my two bikes. The first bike is the one on a trainer that I ride to attract people - especially kids with parents - while my partner rattles a bucket for donations. The second bike is the good one I will ride on tour.

How much can you raise? Anywhere between \$100-\$200 per hour. Best session a whopping \$1200!

I initially spent \$100 on a pop-up banner from Officeworks and printed out the TDC DIY Bunting in colour to make a couple of metres of flag decoration. If you get in early enough maybe Officeworks could donate this printing as they do have a monthly budget for charities.

I then called centre management asking for their application form and email address. Then it's a simple matter of just booking in. They were very helpful and have charity spots in the centre that are either powered or un-powered. Most centres provide a table and chairs too if required.

The documents they require to make the booking are:

- TDC Public Liability Insurance document (in the Resource section of your profile when you log in)
- your Letter of Authority to Fundraise (which was attached to your welcome email)
- a photo of what you plan to do (such as the one shown here)

You can also sell raffle tickets, or other seasonal items such as homemade candles at Christmas time. I sent letters to several businesses requesting donations starting with the people I deal regularly with - Doctors, Physios, Chemist, real estate agencies, and local shops. Some gave a gift for the raffle and some made a tax-deductible donation. I've made \$1,500 in this manner so far, a lot of companies have a specific contact for charity donations (ie Rebel Sport) so just be bold and ask - the worst they can say is no.”

What you'll need: Bike with trainer (Zwift draws attention!), mat, fan, towel, tables and TV/PC if you want to show video in the background and donation buckets with holes but large enough to accept notes as well. Some donors will want receipts so take a clipboard, paper and pens or encourage them to donate directly to your fundraising page and they will automatically receive a receipt. Take an iPad/Tablet to make it easy to take online donations. Purchase a Square Reader from JB HiFi or Officeworks to take card payment - so many people don't carry cash anymore.

Top tips: Get family and friends (kids are great for this) to hold the bucket and tell people what you're doing. Try to locate yourself close to businesses that deal in cash such as fast food venues and high traffic areas such as supermarkets, bottlos etc. Get a location where there is a view of the activity from a distance, people will ready themselves to give. Another tip, set up where people will pass you twice or more, such as main entrance from the car park, they'll pass you on the way in then when they are returning to their car. Smile and make eye contact. Tell your network in advance where you'll be so they can pop down to support you. A crowd can draw a crowd!

If you would like any further information on this or any other fundraising initiative, please email us at fundraising@tourdecure.com.au or call us on 02 8073 4000.

