Engagement Opportunities

**What is the Ride?** An annual non-competitive, peer-to-peer fundraiser supporting at-risk youth in Massachusetts. All riders join nonprofit teams to raise funds for the organizations.

**When is the Ride?** Official date is September 26, 2020. However, this year’s virtual event allows riders to participate whenever/however they want!

**Why support the Ride?** Raising A Reader MA’s book access and parent/caregiver educational programming is going virtual for the foreseeable future. Funds raised by “riders” and sponsors will support RAR-MA’s efforts to meet the shifting needs of the families it serves.

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**So how can you help?**

**BE A SPONSOR**

**Library...$5,000**
- Exclusive press release (specific to sponsor’s industry)
- RAR-MA Swag Kit for 8
- 4 virtual viewing spots to RAR-MA’s Dinner with an Author gala on October 15, 2020
- Name and/or logo in social media promotions and RAR-MA website for the event for the Ride
- Mention in RAR-MA monthly newsletter
- **BONUS (optional):** Make your own Ride Team! Allowed 8 team members with the option to enjoy the Ride.*

**Bookcase...$2,500**
- RAR-MA Swag Kit for 4
- 2 virtual viewing spots to RAR-MA’s Dinner with an Author gala on October 15, 2020
- Name and/or logo in social media promotions and RAR-MA website for the event for the Ride
- Mention in RAR-MA monthly newsletter
- **BONUS (optional):** Make your own Ride Team! Allowed 4 team members with the option to enjoy the Ride.*

**Bookshelf...$1,000**
- RAR-MA Swag Kit for 4
- Name and/or logo on RAR-MA website for the event
- **BONUS (optional):** Make your own Ride Team! Allowed 4 team members with the option to enjoy the Ride.*

**Bookbag...$500**
- RAR-MA Swag Kit for 2
- Name and/or logo on RAR-MA website for the event

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Please make checks payable to: Raising A Reader MA
3 School Street, 3rd floor
Boston, MA 02108
Memo: for Rodman Ride

For questions and electronic payment: Mary Ann F. Lerner
Director of Development
maryann@raisingareaderma.org
(617) 935-2572 (work cell)

**Logo Specifications:** Please submit your corporate logo at a resolution no lower than 300 dpi. We can accept .PNG or high-res .JPEG files. All fonts should be converted to outlines and all images should be embedded to file. We will accept logos upon commitment of your sponsorship.

*Sponsor Riders are encouraged to be creative together. No fundraising is required, but of course, encouraged!
**BE A “RIDER”**

Since this year’s ride is virtual, every rider/participant has the opportunity to create his/her own challenge! Do it all on one day or spread it out over a period. There is no Rider fundraising minimum this year, but we encourage Riders to set lofty goals! The team goal is $20,000.

Here are some ideas:

**The Classic**
- Ride 25 or 50 miles on your route of choice on September 26, 2020

**The Reader Rider**
- Read 15 books before September 26, 2020
- If you donate over $200, you get to choose my next book

**Put Your Quarantine Walks to Good Use**
- Walk 100 miles before September 26, 2020
- Use one of the fit apps to track, log and show your donors how far you’ve gone

**Dare Me**
- If I raise $2,000 by August 18, 2020, I will post a video of the Ice Bucket challenge every day for a week
- Utilize social media posts or challenges (pushup challenge, TikTok)

**Incentives for “Riders”:**
- Each rider receives a Raising A Reader MA t-shirt
- Official Ride bib mailed to you by RFK and finisher medal
- Recognition on social media, website and the RAR-MA Annual Report
- Fundraising tips and support from the RAR-MA team
- Additional RFK sponsored incentives
  - Raise $1,000 by 9/26...RFK dri-fit t-shirt
  - Raise $2,000 by 9/26...RFK tumbler/water bottle
  - Top 5 fundraisers ride-wide from 7/1-8/30...Yeti cooler prize pack
  - Donations received from 6/26-6/30...rider and donor entered to win $100 gift card to restaurant
  - $20 or more donors from 9/8-9/26...entered to win another prize TBD

**Interested in joining the team?**
1. Visit rodmanrideforkids.donordrive.com/event/RARMA and click Register Now.
2. Email bridget@raisingareaderma.org your name, fundraising goal, t-shirt size and activity of choice to raise money.