

Virtual Ride & Advocacy Challenge Event Write-up

Summary

The Virtual Ride & Advocacy Challenge is a fun, challenging way to support Autism and disAbilities anywhere and anytime. It is designed to engage groups and communities that want to create their own interactive fundraising experience and for those who, for whatever reason, cannot join on of our planned charity rides in-person.

The challenge involves cycling, fundraising, and trackable virtual actions (i.e. - watching Advocacy videos) that are designed to engage and educate our virtual riders.

Challenge participants will:

- Have 1-month (30-days) from the date of their registration to complete the challenge.
- Receive points for funds raised, miles tracked, and actions take on the fundraising portal.
- Earn prizes and incentive points that can be redeemed at the end of the event. The more you do; the more you earn.

Those who complete the challenge will earn a unique prize. To “Complete the challenge”, Challenge participants must (1) ride their goal distance (*tracked by Strava or entered manually*), (2) complete the advocacy tasks in their portal (i.e. - watch non-profit profile videos, etc.), and (3) reach the \$250.00 fundraising goal.

Overview

How to Register

1. Go to www.biketothesea.org
2. Select “Register” in the top right
3. Select the Event/Ride that the team you are joining is participating in
 - a. Note: Do not make your selection based on where you are riding, but, instead, where members of your team are participating in the live event.
 - b. If your team is riding in different places with no affiliation to one of our City Rides, select “Virtual Challenge National - Anytime in 2021”.

Cost:

\$25

Minimum Fundraising Goal:

\$250

Timeline

Duration:

- You will have 30 days to complete the challenge from the date of registration.

Deadline:

- National Challenge: The end of the calendar year.

- City Ride Virtual Challenge: The last day to register is the date of the associated live group event.

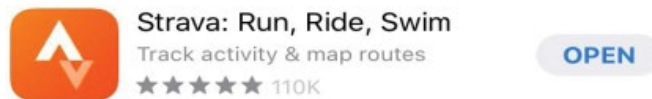
Packet and Incentives

Packet: All riders will receive a Rider Number, Sunglasses, and event related materials in the mail for registering.

Incentives: Riders may be eligible for additional awards for successfully completing the challenge and will earn fundraising points that can be redeemed on our online store.

Tracking Miles

1. On your Phone: Download the **Strava App** from your phones App Store



2. In the **Strava App**: Sign Up and Create Your Profile

Create your profile

The profile is the home of your activities and how friends find you on Strava. It's public by default, but you can change that at any time in your Privacy Controls.

First name

Last name

Birthdate

Gender

Male

Female

Other

Continue

3. In your **Bike to the Beach Portal**: Connect your **Strava Profile** to the B2B Portal and Leaderboard

(Start Here if you already have a **Strava** account)

Steps (Illustrated Below)

- 1) Click Fundraising (Image A)
- 2) Click Virtual Ride & Advocacy Challenge (Image A)
- 3) Select the box to Opt-In to the Challenge (Image A)
- 4) Enter Your Distance Goal and Save (Image A)
- 5) Click "Integrate with your Strava Account" (Image A)
- 6) Authorize Bike to the Beach to capture Strava Data (Image B)
- 7) Check that the account is now connected (Image B)

Image A: Steps 1-5

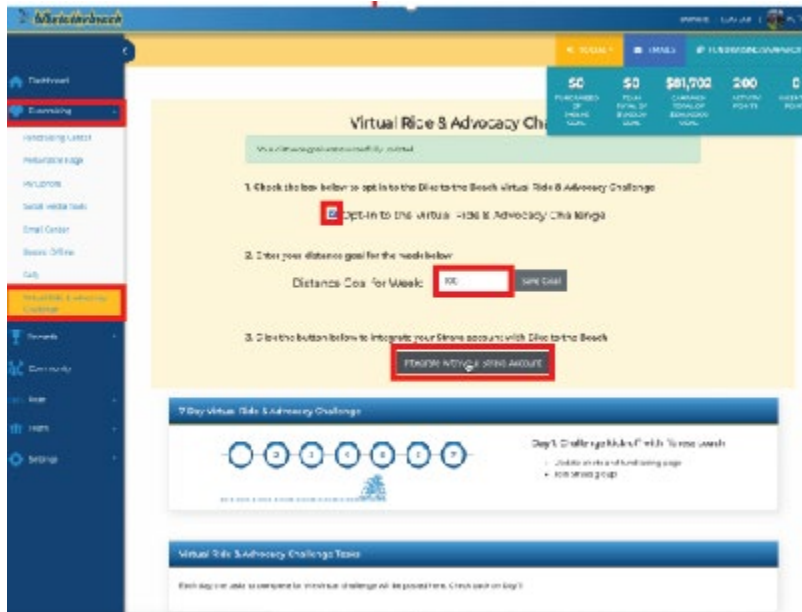


Image B: Step 6

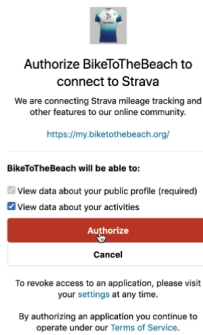


Image C: Step 7

3. Your Bike to the Beach and Strava accounts are now connected!

4. Log your miles

1. Automated: Open your **Strava** App
 - 1) Click the + icon to enter your miles manually
 - 2) Click "Record" to have the App record your activity, then select "Stop" when complete
 - 3) Connect a GPS watch or Computer

Advocacy Tasks (and suggested Actions)

The advocacy actions are crafted to be easy to execute, and only take few minutes to complete. They are meant to motivate and educate.

There will be 7 tasks that can be completed at any time during the challenge. All activities are accessed through their participant portal.

The actions are centered around watching videos about our cause and our non-profit partners. This approach allows us to lean into our mission of education and supporting our local non-profit partner organizations.

After the viewer watches the video, we will suggest that they take an optional action task, such as share the video via email or via their social media.