



# 14<sup>th</sup> ANNUAL FRIENDS FOR LIFE BIKE RALLY

## 2012 CALL TO ACTION

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Please find below a description of the different committees that make up Friends For Life Bike Rally Steering Committee and their related roles and responsibilities.

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### ROLES AND RESPONSIBILITIES OF ALL COMMITTEES

Following are the common responsibilities of all committees of the FFLBR

- Assist in coordinating and executing pre-departure pickup day, packing day, return day and post event pickup days.
- Provide a smooth transition period for the following year's committee.
- Promote and encourage integration and updates between all committees and members.

### PWA STAFF PARTICIPATION

- Prior to applying for a crew role within the event, PWA staff must have authorization from their manager for the vacation time required for their participation.
- PWA staff are ineligible for Volunteer Leadership roles (Co-chair or Steering Committee) within the Friends For Life Bike Rally.

### STEERING COMMITTEE – CO-LEAD ROLES

The Steering Committee comprises two Co-leads from each of the individual Committees of the Bike Rally as well as the Co-chairs, PWA Director Development & Communications, PWA Special Events Coordinator and PWA Board Representative. Following are the responsibilities:

- Mandatory attendance (of at least one co-lead) at all monthly Steering Committee Meetings as well as any additional required meetings for First Response, Cultural Competency and as required.
- Maintain all new and existing committee documentation in designated online file sharing storage area including:
  - Bike Rally Tracking Sheet – containing committee steering and individual member contact information, goals, action items, etc.
  - Additional Committee Documents such as detailed role descriptions, policies and procedures, specific committee route maps, schedules, etc.
- Create and maintain a budget and submit to PWA for approval no later than February 15.
- Attend major Bike Rally events including Holiday Party, Launch Party, Jersey Social, Big Meeting, Pickup Day, Packing Day and Post Rally Pickup Days.
- Be available to drive back from Montreal to Toronto on Return Day (Sunday, August 5, 2012) and assist with unloading.
- Assist with Bike Rally storage locker clean-out and inventory both pre and post event.
- Deliver relevant, key information to all Bike Rally participants as required (i.e., Big Meeting, eNews, during the event, etc.).
- With the assistance of PWA staff, recruit and train volunteers. Ensure proper review and registration through the PWA.
- Manage volunteers during events.
- Assign crews and supervisory crew for teams and schedules.
- Hold Rider & Crew Committee meetings at regular intervals (minimum 2) to encourage team building within all committees.

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- Promote and encourage integration and updates between all committees.
- Coordinate with PWA staff as needed.
- Other duties as required.
- Maintain an environment of privacy and confidentiality within volunteer management and throughout entire event.

### EVENTS AND SOCIAL

The Events & Social Committee is responsible for planning and coordinating all of the events/activities leading up to, during and post event.

- In coordination with the Steering Committee and PWA Staff, schedule and organize and implement social events throughout the year including, but not limited to, the reunion party, holiday party, “launch” party (pending renaming), jersey social (Spring Fling), Big Meeting social, Montreal Arrival Party, etc.
- Develop, publicize and facilitate themes and activities during the events.
- In coordination with the Sponsorship Committee and PWA Staff, plan for and secure any prizes, decorations or special materials required for social events.

### FOOD

The Food Crew, in coordination with the official caterer for the event, is responsible for all aspects of nutrition and hydration during the event.

Food Crew Co-Leads:

- In coordination with PWA, ensure that all food and hydrations supplies are quoted, ordered and received in time for Bike Rally departure and/or schedule for pickup along the route.
- Develop schedules for breaks, lunches and dinner including setup, serving, teardown and cleanup.
- Develop menu for breaks.
- Responsible for disposal of all garbage and recycling during event.
- Manage and maintain the Food Crew event route maps, updating as required for detours due to construction, etc.
- Work with the Rider Team Lead Committee to schedule rider team assistance at mealtimes during the event.
- Work with PWA and recruit volunteers for the Food Crew.
- Supervise a team of up to 26 volunteers during the event. This includes two Snack Truck Teams, breakfast, lunch and dinner crews.
- Establish a communication schedule to keep crew members informed of team news, Bike Rally news and upcoming training and events.
- Establish and maintain a welcoming team environment.
- Organize a minimum of one crew social prior to the event to encourage crew team building before the event.
- Organize a minimum of one training sessions prior to the event.

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### MEDIA AND COMMUNICATIONS

The Media and Communications Committee is responsible for raising awareness of the Bike Rally and the work of PWA through effective use of all available channels.

#### MEDIA

All media related work leading up to, during and post event including:

- Build Media and Communications Committee with PWA Director, Development & Communications.
- Create Media Plan and review with Executive Steering Committee and Presenting Sponsor.
- Work closely with PWA to develop personal interest stories for media pitches and to ensure appropriate messaging.
- Assess and build media opportunities within the Bike Rally community.
- Develop template for participants to use when pitching media stories.
- Collect and update media contacts and pursue media opportunities.
- Collect and store all media coverage – print, web and video.
- Create and distribute press releases.
- Provide media training as appropriate.
- Work with Executive Committee to maintain and update Preparedness Plan.
- Provide post event media summary for Executive Committee and Sponsor recognition packages.

#### COMMUNICATIONS

The communication platforms include the website ([www.bikerally.org](http://www.bikerally.org)), social media (Facebook & Twitter), e-News and other initiatives.

Website work includes:

- Maintain and update pages and information.
- Organize conversion to following year of all dates, information and links to be implemented post-event.
- Maintain email forwarding for various @bikerally.org email IDs.
- Provide Executive Committee with website traffic and social media statistics.
- Verify monthly Joomla modules are current and update where required as well as backup databases, Joomla and website content.
- Reset Joomla stats counter.

e-News work includes:

- Manage e-News schedule.
- Solicit, write, edit and distribute relevant content in coordination with PWA.

Social media work includes:

- Develop strategic plan for and maintain Facebook, Twitter and other social media accounts.

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### Photography:

#### Social Events Photography

- Attend all Bike Rally Social Events including but not limited to Holiday Party, Launch, Jersey Social (Spring Fling), Big Meeting and Montreal Arrival Party.
- Act as official photographer as all Bike Rally Social Events.
- Provide a copy of pictures to PWA and Media and Communications Committee.

#### Event Photography

- Travels with Bike Rally as the official event photographer.
- Takes pictures throughout the event.
- Gets signed waivers from non-participants or for special situations.
- Provides a copy of pictures to PWA and Media and Communications Committee.

#### Event Videography

- Travels with Bike Rally as the official event videographer.
- Takes video throughout the event.
- Gets signed waivers from non-participants or for special situations.
- Provides a copy of video to PWA .

## RECRUITMENT

The Recruitment Committee is responsible for recruitment and retention of both riders and crew for the event.

- Develop recruitment strategy for the year.
- Liaise with PWA Staff for registration at events, shows, conventions, etc.
- Coordinate Recruitment crew volunteers to attend events, shows, conventions, etc.
- Place orders for show supplies with PWA Special Events Coordinator minimum 1 week prior to event for pickup.
- Manage logistics for recruitment events including setup, strike, scheduling and transportation of materials and resources as required.
- Work with PWA to update recruiting poster and brochure.

## RIDER TEAM LEAD

The Rider Team Lead Committee leads the rider teams for the event.

- In coordination with PWA, Leads recruit, manage and support Rider Team Leaders to help prepare Riders for the event.
- In coordination with PWA, assign Riders to teams.
- Schedule training rides and assign Rider Team Leaders to make announcements and sweep (or recruit sweeps) for each training ride.
- Supply waivers and track rider participation on all training rides and provide to PWA.
- Work with Food Committee Lead/Co-lead to schedule assistance at meals.

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- Manage and maintain the training ride route maps, updating as required for detours due to construction, etc.

### Rider Team Leader duties:

- Co-Manage a team of riders.
- Act as first line of communication with riders and answer or redirect, as necessary, any questions riders may have.
- In coordination with PWA, establish a communication schedule informing riders of important deadlines, dates, Bike Rally news and upcoming events.
- Assemble riders during the event for location departures, to sweep for half-day and to help with serving one meal.
- Lead at least two training rides including sweeping, leading stretches, announcements and collecting signed waiver forms from riders/participants.
- Pre-survey at least one route and communicate results to Rider Team Committee Leads.
- Hold a minimum of two team building meetings prior to the event and encourage and provide support and encourage team participation before, during and after the event.
- Assist PWA in ensuring that riders meet minimum fundraising requirements **no later than June 30, 2012. All riders must meet minimum no later than Friday, July 6, 2012 in order to be eligible for ride – no exceptions.**
- Other duties as required.

## ROAD SAFETY

The Road Safety Crew is responsible for rider safety during the event and pre-event -training rides. It is comprised of 4 sub-crews with varying responsibilities and schedules during the rally: Road Safety Proper; Motorcycle; Mechanic and Route Marker.

### Road Safety Crew Lead duties:

- Coordinate advance Rider route marking and volunteers during.
- Coordinate and train sub-crews regarding policies and procedures related to the Bike Rally.
- Assign Road Safety Proper and Motorcycle Crew to assist in long training rides in conjunction with Rider Team Leader Committee.
- Coordinate the placement of Road Safety Crew along the route during the event and safe transportation of riders during the event.
- Working with PWA, recruit volunteers for the Road Safety Crew.
- Manage a team and assign roles for approximately 35 volunteers during the event.
- Hold daily crew meetings during the event.
- Establish a communication schedule to keep crew members informed of team news, Bike Rally news and upcoming training and events.
- Establish and maintain a welcoming team environment.
- Organize a minimum of one crew social prior to the event to encourage crew team building before the event.
- Organize a minimum of one training session prior to the event.
- Responsible for management of both ongoing training and specific training sessions for all road safety sub-crews.
- Liaise with all other crew leads throughout long training rides and the event.

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### RUSTLER

The Rubbermaid Rustlers transport all Bike Rally participants' personal gear to in cube trucks during the Bike Rally.

The Rustler Committee works together, September through July, adhering to plans and priorities established by the Steering Committee, to coordinate the logistical planning of the Rustler component of the upcoming Bike Rally.

The Rustler Committee consists of:

Two Crew Co-Leads and two to four additional volunteers committed to being Rustlers and interested in assisting the Rustler Crew Co-Leads prepare for the upcoming Bike Rally.

#### Rustler Crew Co-Leads

- Work together to coordinate the logistics and best practices of the Rustler Crew.
- Working with PWA, recruit volunteers for the Rustler Crew.
- Supervise a team of up to 24 volunteers during the Rally.
- Establish a communication schedule to keep crew members informed of team news, Bike Rally news and upcoming training and events.
- Establish and maintain a welcoming team environment.
- Organize a minimum of one crew social prior to the event to encourage crew team building before the event.
- Organize training sessions for driving practice and tent (massage, mechanic & snack) setup and teardown.
- Manage and maintain the Rustler event route maps, updating as required for detours due to construction, etc.
- Have a valid G class driver's license and be comfortable driving large vehicles.
- Able to lift 50 to 70 lbs.

#### Rustler Crew Committee Members

- Have a valid G class driver's license.
- Able to lift 50 to 70 lbs.
- Able to work within, and contribute to, a team environment.
- Assist Team Co-Leads with Rustler recruitment by spreading the word and encouraging friends to contact Bike Rally Coordinator with crew interest to participate.
- Available for meetings and/or training sessions prior to and during the rally.
- Assist Crew Co-Leads at Rustler table (Big Meeting, Launch).
- Assist Crew Co-Leads with communication when Rustlers need to be telephoned.
- Coordinate and encourage team social activities pre- rally (team building).
- Coordinate Pot Luck Picnic Lunch for Tent & Truck Day.
- Assist Team Co-Leads with lead tasks during Rally.
- Loading of rider and crew bins on packing day and the daily loading and unloading of the bins throughout the ride.
- Loading and safe transportation of rider bicycles in Montreal, return to Toronto and unloading in Toronto designated post event rider pickup location.

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### SPONSORSHIP

The Sponsorship Committee is responsible for securing both in-cash and in-kind corporate sponsors as well as assisting participants with their individual fundraising efforts.

- In coordination with PWA Director, Development & Communications, develop Sponsorship strategy and recognition standards.
- Approach potential sponsors for in-cash/in-kind donations or discounts on materials and services used by the Bike Rally and its participants.
- Work closely with PWA staff to ensure consistent communications and follow-up.
- Maintain Sponsorship Package and Fundraising Kit in coordination with PWA staff.
- Ensure proper stewardship of, and appropriate recognition to, sponsors pre, during and post event in coordination with PWA staff.
- Face-to-face meetings with sponsors including PWA Staff representation.

### TRAINING AND SUPPORT

The Training and Support Committee is responsible to ensure all rider & crew participants are prepared for the event.

- Develop training and support strategy for the year.
- Help prepare participants for the event with training and technical knowledge by scheduling and organizing seminars on new rider orientation, fundraising, bike maintenance, cycling techniques, camping, sports nutrition, etc.
- Organize Bike Rally expo.
- Attend recruitment and social events.
- Collaborate with Rider Team Leaders Committee to identify areas of improvement in general and for specific riders and ensure rider attendance at seminars and training rides.
- Incorporate new Fundraising training programs and materials.

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### WELLNESS

The Wellness Crew is responsible for all medical aspects during the event.

- Manage volunteers and assign roles during event (including therapists, nurses, yoga instructors, chiropractors – any and all therapists).
- Assist with long training rides.
- Maintain copies of confidential medical information from Bike Rally participants during the event and enforce proper privacy protection of information and secure destruction post event.
- Responsible for all medical issues of crew and riders.
- Wellness Committee Lead has final say in treatment and suitability to continue ride.
- Contribute in any crisis management efforts.
- Schedule and deliver two First Response training sessions to Bike Rally leadership.
- Working with PWA, recruit volunteers for the Wellness Crew.
- Supervise a team of up to 21 volunteers during the event.
- Establish a communication schedule to keep crew members informed of team news, Bike Rally news and upcoming training and events.
- Establish and maintain a welcoming team environment.
- Organize a minimum of one crew social prior to the event to encourage crew team building before the event.
- Organize a minimum of one training sessions prior to the event.

### EVENT MAPS PRODUCTION

Reporting to the Co-Chairs and PWA – person(s) to:

- Be responsible for updating all event maps (both rider and crew).
- Create electronic formats for GPS and smart phones (KMZ or other popular formats).