



Reaching out to the business community to further our mission of making cycling mainstream



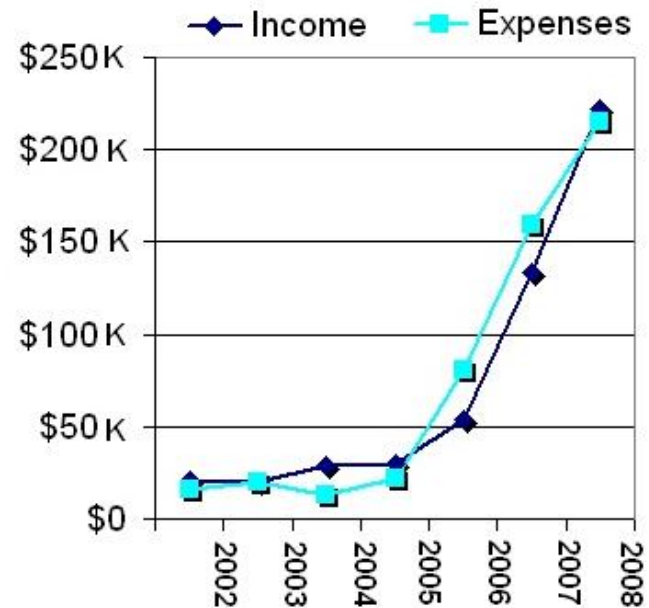


A little bit about us

- Around since the 70s
- Early campaigns included:
 - Successfully advocating for cyclists to have access to the Expressway system
 - Caltrain Commuter Rail access (train runs between San Francisco and San Jose)

We're growing:

In recent years, SVBC has focused on transitioning from being a small, grassroots group to being a larger more professional organization to better serve our community. Reaching out to the business community has been a vital component of this transition



SVBC budget growth



Our Home: Silicon Valley

SVBC is located in Silicon Valley, where the average median home price is \$750,000 and most people are employed by a company you've heard of . . .



Hewlett-Packard



Intel



Oracle



Adobe Systems



Google



Yahoo!



AMD



eBay



Apple Computer



The SVBC recipe for successful business involvement:



- 1) Take a close look at your organization and its advocacy habits
- 2) Engage businesses in your outreach and your programs
- 3) Make friends with business leaders
- 4) Give them opportunities to support your work



1. Take a close look at your organization and advocacy habits

- Be a positive, proactive organization that leaders want to identify with
- Identify positions and train your advocates to support your cause
- Cultivate professionalism through demeanor, attitude, and outreach media



2. Engage businesses in your outreach and your programs

Programs that attract business leader support generally entail:

Positive media exposure & public outreach

Enhancements to the local community that can help attract talented staff for employers.

Non-contentious topics to ensure that publicity will be positive for the business.



Program Example: Share the Road



In June, 2007, SVBC launched our Share the Road Campaign in partnership with Bikes Belong.

- The Kick off event entailed an invite-only ride and press conference, with VIP attendees including local elected officials, business leaders, and those who had been injured or had lost a loved one to road violence.
- Business & Civic leaders were impressed with our ability to orchestrate a group ride, host a major press conference and receive significant media coverage.
- We developed a dedicated website which further legitimizes our program efforts





Program Example 2: Bike to Work Day



We leveraged Bike to Work Day to have a major press event with the Mayor of San Jose, as well as City and County representatives.

Local business leaders took the City's involvement with us as a vote of confidence in our organization.

Our involvement with the City opened many doors to companies that were partnering with the City on other events and happenings



Program Example 2 continued:



City Home	City Services	About San Jose	Visitors	Feedback	Search
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- Partners**
- WEBCOR
 - Amgen Tour of California
 - Silicon Valley Leadership Group
 - Fit for Learning
 - BlueWolf Events
 - GlobalFluency
 - Mattson Technology
 - San Jose Sports Authority
 - Santa Clara County
 - Silicon Valley Bicycle Coalition
 - Specialized
 - SunPower
 - Undiscovered Country Tours
 - Bally Total Fitness
 - Sports Basement

Thank you to all the cyclists who braved Sierra Road and made the Webcor King-of-the-Mountain Ride a great success.

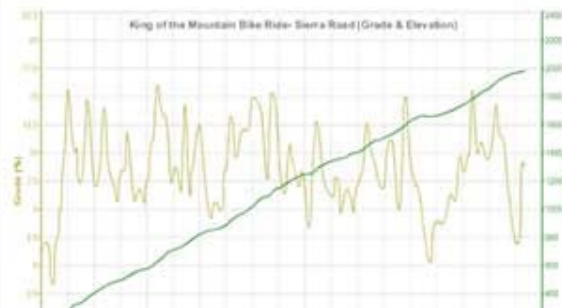
[Overall Results](#) • [Team Results](#) • [Division Results](#)

Support for [Fit for Learning](#) is a beneficiary of proceeds from the Webcor King-of-the-Mountain Ride

WEBCOR SAN JOSE KING-OF-THE-MOUNTAIN RIDE

The Webcor San Jose King-of-the-Mountain Ride, Saturday, Feb. 16, kicks off a week of South Bay cycling events, culminating in the Amgen Tour of California Modesto-to-San Jose Stage 3 finish Wednesday, February 20, at San Jose City Hall.

A pre-ride to the 2008 Amgen Tour of California, the WEBCOR San Jose King-Of-The-Mountain Ride will feature a tortuous ascent up Sierra Road. Riding like seasoned professionals up the breathtaking Sierra hill, the best and the hardest cyclists will compete for honor of being King-of-the-Mountain.





Program Example 2 continued:



Division: CEO Ma

PL	No	Name
1	21	MCPHEETER
2	11	HEINEMANN
3	7	COWHERD,
4	22	BITTAR, Pat
5	2	BECKER, Gr
6	3	BENKARD, C
7	1	BALL, Andre
8	12	LESLIE, Phil
9	20	ROMANO, P
10	18	WERNER, To
11	16	NEELY, Patr
12	14	LLACH, Edu
13	13	LEVITT, Joh



3. Make friends with business leaders



Smiling with Big Wheels - Left to right: Roberta Gonzales (CBS Reporter), Corinne Winter (SVBC ED), Sam Liccardo (San Jose City Council), Carl Guardino (SVLG CEO)

- Search out business leaders with some connection to bicycling
- Be friendly - Find out what their interests are & what they care about
- Attend events they go to
- Use initial relationships to generate further connections



4. Give them opportunities to support your work

What exactly do you want to ask for?

- Political Support
 - Campaign and advocacy endorsement
 - Use of high profile names on Advisory Board
- Financial Support
 - Unrestricted fund support
 - Event Sponsorship
 - Services donations (printing, supplies)
- Further Connections

Timing

- Establish a relationship over time, don't ask too soon



You can do it too!

- Easy Recipe:
 - Look, Engage, Befriend, Ask -
- The business Community is full of fun, interesting individuals who want to support cycling for both transportation and recreation. Get to know them and propose opportunities for them to support your work. Every once in a while they might even say YES!