

LAB Bike Conference Organizing Rides & Volunteers

Sunday, January 24, 2010



Twin Cities Bicycling Club (TCBC)

- Recreational cycling club for Minneapolis-St. Paul
- 501c3 non-profit corporation
- 2,000 rides annually – mostly single day
- Two annual rides
- 1,700 members; 3% average annual growth
- 170 Ride Leaders
- 40 Key Volunteers (membership, web team, etc.)
- No paid staff

Objective (per agenda) - remove

- Show successful ways to:
 - get volunteers to lead rides
 - Train ride leaders
 - Easily manage volunteers
 - Tips on recruiting more volunteers

Organizing Rides & Volunteers

Key Components

Ride Leader Training

- Annual training for new leaders
 - 4 hour class – covers route planning, map making, safety, accident prevention & reporting, etc.
- Annual forum (2 hrs) for existing leaders
 - Updates on new processes/systems, review, etc.
 - Attendance (or dvd) required
- Ride Leader Liaisons
 - Resource for Ride Leaders
- E-groups for ongoing communication

Incenting Ride Leaders to Lead Rides

- Leaders take pride in making great routes
- Friendly competition among other leaders
- Club leadership open to new ideas/provide suitable offerings:
 - Night rides
 - Randonneuring
 - Mountain bike rides
 - With each new category comes new ride leaders.
- “There aren’t any rides in my area”.

Incenting Ride Leaders to Lead Rides

- Make it easy
 - Develop maps/cue sheets (i.e. Atlas)
 - Scheduling Rides Online calendar
 - Easy-to-use
 - Can schedule rides up to 96 hours in advance.
 - Encourage leaders to lead a weekly ride; alternate between leaders.

Incenting Ride Leaders to Lead Rides

- Enthusiastic Riders
 - Mileage Tracking
 - Mileage tracked for each ride
 - Top 20 riders listed in monthly newsletter
 - Awards for mileage milestones
 - Various ride categories
 - Outreach rides
 - Build 'community'

Incenting Ride Leaders to Lead Rides

- Recognition
 - Ride Leader of the Year awards
 - Award at annual banquet for leading 4+ rides annually
 - Leaders receive instant gratification from other riders following the ride.
 - Part of a 'community' of ride leaders.

Incenting Ride Leaders to Lead Rides

- Mileage Tracking
 - Mileage tracked for each ride
 - Top 20 riders listed in monthly newsletter
 - Awards for mileage milestones
- Club/Individual Mileage Goals

Managing & Recruiting Volunteers

- ALWAYS show appreciation for volunteer efforts
 - Personal thank-you
 - Recognition in newsletter (i.e. Recognition Corner)
 - Annual volunteer appreciation dinner
 - Annual picnic for key volunteers (non-ride leaders)
- You can't thank your volunteers enough!!!

Managing & Recruiting Volunteers

- Provide 'safe' environment to learn & grow
- Minimal oversight; trust
- Empower leaders
- Managing egos
- E-groups
- ASK volunteers if they feel recognized

Questions?