

**Clean Air DC Ride**  
**Elements for Success**

The goal of the First Annual Clean Air DC Ride is to raise \$200,000 and recruit at least 1,000 riders. To accomplish this ambitious goal, we must make the connection between environmental health issues and actions to reduce air pollution in the Metro DC area.

To accomplish our goals we will need to engage in an aggressive campaign, which will include the elements listed below:

1. Partnership with the Washington Area Bicycle Association (WABA)  
  
WABA will be an official partner of the Clean Air DC Ride. WABA will recruit riders, and manage the logistical aspects of the ride.
  
2. Get Active Internet Campaign from January – June 2005  
  
Utilize ALADC Get Active E-advocacy capacity to launch a campaign featuring Clean Air messages and to garner interest in the Clean Air DC Ride.  
  
ALADC will utilize the Get Active Campaign and other Internet promotion vehicles to drive people to register for the Clean Air DC Ride.
  
3. State of The Air Report  
  
Widely disseminate the State of The Air Report, to be issued on April 28<sup>th</sup>, 2005. The State of The Air Report will grade the D.C. Metro Area for its air quality; provide detailed information on ozone days, air quality rankings and overall status for the Metro D.C. Area's air quality. Media distribution blitz will include letters to the editor, press releases, PSAs and interviews with radio and television stations.
  
4. Full Page Ad in Washington Post Weekend Section  
  
ALADC will place a full-page sponsored ad in the Washington Post's Weekend section issued on May 6, 2005. The ad will feature the major findings of the State of The Air Report as it pertains to the D.C. Metro Area, a call to action to D.C. residents to clean up the air, the Bike To Work event to be held on May 20<sup>th</sup> and the promotion of the Clean Air D.C. Ride.
  
5. Washington Post Editorial Board Article on clean air in DC  
  
ALADC will assemble three spokespersons on clean air issues to appear before the Washington Post Editorial Board in order to secure a revealing editorial.
  
6. Bike To Work Day on May 20<sup>th</sup>  
  
ALADC will have representatives at all 13 Bike To Work Day locations. Representatives will speak at the rallies, and register participants.
  
7. Clean Air DC Ride on June 18<sup>th</sup>  
  
Hold Clean Air DC Ride starting at 10:00 AM
  
8. It All Adds Up To Cleaner Air Campaign from July - August 2005  
  
ALADC will conduct a messaging campaign to encourage the use of alternate means of transportation, improve vehicle maintenance, trip chaining and utilize biodiesel fuel.

## *Clean Air DC Ride "We all deserve to breathe"*

### **FACT SHEET**

**DATE:** Saturday, June 18, 2005

**TIME:** 10 AM – 2 PM (Registration: 9 AM-10 AM)

**LOCATION:** To be determined

**DISTANCE:** 21 Miles and 42 Miles options

**PARTICIPATION:** \$20 registration fee, \$75 pledge minimum. All participants will receive an official event T-shirt. Additional prizes provided for fundraising efforts.

**GOALS:** 50 Teams 1,000 riders 150,000 Dollars

**HOW WILL THE MONEY BE USED?** The American Lung Association of DC will use the proceeds from the Clean Air DC Ride to help fund the following programs:

- Clean air initiatives
- Programs for people with chronic obstructive pulmonary disease (COPD)
- Research efforts

**HOW WILL THE MONEY BE RAISED?** Funds will be raised in two basic ways.

1. Event sponsorship donations will be solicited from companies. (Generally, cash sponsorship donations in amounts ranging from \$500 to \$10,000 made by local companies account for 10% to 30% of the total amount raised by the Ride.
2. Donations collected by riders participating in the Ride. (Generally, these donations account for 70% to 90% of the total raised by the Ride.) Funds raised at and above \$150 entitle riders to additional incentive items.

**HOW ARE RIDERS RECRUITED FOR THE EVENT?** Almost all of the riders will participate as members of a family or business-based team. These teams are organized by "Team Captains." The typical Rider is a family member, close friend or co-worker of the team captain.

**HOW DOES THE ALA SUPPORT TEAM CAPTAINS?** The ALA will provide every Team Captain all the materials, training, encouragement, and support that they will need to be successful in their teambuilding and fundraising efforts.

**WHAT IS THE TIMELINE FOR THE RIDE?**

- **November – December:** Event planning, and sponsorship solicitation begin
- **January – March:** Volunteer recruitment begins and sponsorship solicitation continues. Promotional materials printed with sponsors' names and logos
- **April:** Rider recruitment begins
- **May 6th: Ride Kick-Off Bike To Work Day** held at Freedom Plaza to recruit Team captains and riders; riders begin to gather sponsors and collect donations (payable to the American Lung Association of DC)
- **May – June:** Teams built (i.e., riders recruited); money raised by riders
- **June 18, 2005: Ride Day --** All goals exceeded!
- **July 2005: Winners' Circle Awards Reception**