



Heartspring's  
**PedalFest 2020**

# MORE TH > N A BIKE RIDE

Presented by  **EMPRISE BANK®**

A bike festival benefiting children  
with special needs served through  
Heartspring Pediatric Services

## Participant Packet

This packet provides fundraising  
tips and tricks and highlights  
the impact you are making by  
raising money for **Heartspring  
Pediatric Services**.

[PedalFest.org](https://PedalFest.org)

 **Heartspring**

# About PedalFest

**More than a bike ride, Heartspring's PedalFest is an annual fundraising event for the entire family.**

PedalFest has a route for every level of cyclist including a 100K, 50K, 25K, 5K, multiple gravel rides, and a 5K Run/Walk! All routes start and end at Heartspring. Each route is fully supported with Support and Gear (SAG) stops so you can refuel and rehydrate during your ride.

Post-ride celebrations include lunch, a beer garden, music featuring DJ Carbon and the AJ McCausland Band, the Petal Power kids' zone, and ongoing entertainment.

## What to Bring

- A **helmet** to wear while riding
- A **flashing red light** and **mirrors** for your bike
- Bike **shorts** and **gloves** for comfort
- Two **water bottles**—one with water, one with a sports drink
- Your **cell phone** for emergencies
- A **spare tube** and a **pump** or **CO<sub>2</sub>**
- Your **friends!**

**Helpful Tip:** Practice changing a tire prior to the ride! But don't worry—there will be mechanics on the route who can help you if needed.

## Mark Your Calendar!

**July 24 and 25**  
**Kick-Off Event and Tot Night**

More details to come.

**July 1**  
**Jersey Order Deadline**

**August 2**  
**Shirt Order Deadline**

**August 20**  
**Packet Pickup**  
Noon to 7 p.m.  
Heartspring Conference Center  
8700 E. 29th St. N.  
Wichita, KS 67226

**August 22**  
**PedalFest**  
Heartspring  
8700 E. 29th St. N.  
Wichita, KS 67226





# Your support matters

> Decklyn was born with cerebral palsy, a mysterious life-long condition that often comes with critical developmental delays. But thanks to Heartspring’s early intervention focus, he has already reached major milestones—like taking his first steps—and continues to make gains, reach goals, and break through barriers in his physical, speech, and occupational therapy sessions.

Like Decklyn, many children benefit from multiple therapies, multiple times a week. **The funds raised at PedalFest helps the Heartspring Pediatric Services department continue optimizing its therapy programs year after year to continue helping children learn, grow, and thrive.**

Your support for PedalFest means children like Decklyn can take their first steps, mumble their first words, and discover the happy, independent future that awaits them.

Your Support at Work	
\$50	Provides a therapist with adaptive utensils for a feeding session
\$165	One hour of behavioral health therapy
\$190	Provides an evaluation with an occupational, physical, or speech therapist
\$220	One-hour therapy session with an occupational, physical, or speech therapist
\$250	Provides one adaptive toy for play and learning during a therapy session
\$300	Funds one child to attend one week of Camp AACHieve
\$1,320	Six one-hour sessions with an occupational, physical, or speech therapist

With the help of Heartspring’s physical therapy program, Decklyn took his first steps towards independence.

# Getting the Word Out

**> You've registered to ride or participate—now comes the fun part! Your campaign page provides you with custom tools to help you ask friends, family, and coworkers to donate to your fundraising goal and share your progress on social media. Set your goals high. You'll be surprised how quickly your donations add up!**

## **Step 1 • Add a Photo**

Customize your campaign page by adding a photo of yourself riding or a photo of a loved one you are participating for.

## **Step 2 • Set Your Fundraising Goal**

Determine your fundraising goal and start collecting donations from friends, family, and coworkers. Remember, every dollar counts when it means children with special needs will be able to receive the therapies they need!

## **Step 3 • Share Your Fundraising Efforts**

Share your fundraising efforts on social media or send emails to ask for support through your campaign page.

## **Step 4 • Say Thank You**

On your campaign page, you can see who has donated to you and send them a personalized thank you message.

## **Step 5 • Join or Create a Team**

If you know others who have registered or will register, create a team you can all join together! Once your friends/family register, they'll have the opportunity to join your team, and their fundraising efforts (along with yours) will be reflected on your team's overall goal.

If you'd like to join a team, all you have to do is search for that team under "Participants" on the menu bar and join them. Your individual fundraising efforts will be reflected on your own page as well as the team's page!

## **Reaching your Fundraising Goal**

Raising donations and reaching your fundraising goal will be a breeze by following the tips and tricks on page 6. People can donate to your campaign a few ways:

### **Online Donations**

Your supporters can donate to your fundraising campaign online by visiting **PedalFest.org**. They'll click on the "DONATE" button on the homepage and search for your name. Once they find your name, they'll be directed to your campaign page.

### **Mail or Hand-in Donations**

Your supporters can also mail in their donations or drop them off in the Heartspring administration building! Page 7 is a donation form that must accompany any cash or check donations.

### **Matching Gifts**

Does your company participate in a matching gift program? Check with your HR or Accounting department to easily double your donation!

# The more you raise, the more you win!

> **It's always fun to have a little challenge, right? Our PedalFest participants are quite competitive fundraisers, and we like to add fuel to the fire! We have some great fundraising prizes to share with you this year.**

Fundraising can be as easy as sending an email or sharing your personal "My Campaign" page link on your favorite social media page. Visit your "My Campaign" page and take a tour of the different tools provided to help you reach your fundraising goal. And visit the Fundraising Tips page for some tips and tricks and a guide to raising \$500 in just one week!

Collect donations online or have friends and family mail in donations, and we'll take care of the rest. The donation form must be included with all offline donations so we know whom to give credit to.

*Prizes based on paid pledges only*

## Individual Prizes



\$500 • Long-sleeve Dri-FIT Shirt

Deadline: 8/2/20



\$1,000 • Jersey

Deadline: 7/1/20

## Team Prizes



\$5,000 • Team Canopy to enjoy @ PedalFest

Deadline: 8/14/20



\$10,000 • Team Canopy + Beverages

Deadline: 8/14/20

# Fundraising Tips

## Show Some Spirit!

Get your workplace or child's school involved in your PedalFest fundraising efforts! For example, have them host a day where participants can donate \$5 to wear jeans and a T-shirt or something they normally can't wear. Even the simplest of ideas can go a long way!

## Involve Your Area

While PedalFest is all about inviting participants and riders of all levels from near and far, focus your efforts on what's right under your nose. A fun (and delicious) way to do so would be to ask a local restaurant to donate a portion of one night's sales to your PedalFest campaign!

## Go the Extra Mile

Take a day to put on a car wash, garage sale, or bake sale and have the proceeds benefit your campaign.

## Spread the Word

The greater the reach, the greater the awareness. Spread the news of your fundraising efforts on your favorite social media pages. Be sure to follow the Heartspring Facebook page, Twitter page (@Heartspring), and be a part of the conversation by using the hashtag #PedalFest2020.

## One Week. \$500 Raised.

<b>Day 1</b>	Sponsor yourself. Donate \$25.	<b>\$25</b>
<b>Day 2</b>	Involve your family and ask three members to donate \$25.	<b>\$75</b>
<b>Day 3</b>	Gather your friends. Ask five friends to donate \$15 each.	<b>\$75</b>
<b>Day 4</b>	Spread awareness at work. Ask five coworkers to donate \$10.	<b>\$50</b>
<b>Day 5</b>	Use online resources. Email 15 contacts for a \$10 donation.	<b>\$150</b>
<b>Day 6</b>	Involve businesses. Ask your company to sponsor you for \$75.	<b>\$75</b>
<b>Day 7</b>	Involve the community. Ask two local businesses you frequent to donate \$25.	<b>\$50</b>
		<b>\$500</b>

