

## **Bike to Work Day Volunteer Handbook**

Thank you so much for representing WABA at Bike to Work Day! This is one of the most important events of the year for bicycling, and we are so grateful to have your support.

**This year, we have a goal of selling 800 memberships and raising \$28,000.**

This packet contains all the information you'll need to sell memberships and help your pit stop run smoothly.

[The time and precise location can be found by navigating through this page.](#)

<b>Event Overview</b>	<b>1</b>
What to Bring	2
Supplies	2
Bike to Work Day T-Shirts	3
<b>Selling Memberships</b>	<b>3</b>
WABA 101: Your "Stoplight Pitch"	3
About WABA Membership	3
Making the Ask	4
Sales Tips	4
Processing Memberships	5
Using the Square Reader	5

## **Event Overview**

This is the 19th Bike to Work Day, and the Steering Committee (of which WABA is part) has a record-breaking goal of 20,000 riders. While WABA does not organize the event, we work with the Metropolitan Washington Council of Governments to manage registration and help promote the event. As such, WABA is recognized as a lead sponsor.

On the morning (and afternoon) of BTWD, registered riders can stop at as many of the 115 pit stops across the region for high fives and treats. Rain or shine, it's a really fun way to celebrate the best kind of commute.

Pit stops are individually managed and WABA does not decide what happens at which pit stops. Some are bustling destinations, and some are quiet neighborhood spots, but they all have potential WABA members rolling through.

WABA will be selling membership at 36 pit stops.

## What to Bring

Wear a WABA shirt if you have one and bring appropriate layers, water, and snacks for yourself. Please make sure your phone is charged and if your phone doesn't have a headphone jack, the dongle converter (Square readers, provided by your pit stop manager, require a headphone jack).

## Supplies

Your Pit Stop Captain (either a WABA staff member or a volunteer) will bring all the materials needed to run your pit stop. You'll have this stuff to process memberships:

- Membership tri-folds (they have a perforated edge; collect the panel new members complete and give them the other side)
- Pens
- Envelope to collect cash or checks
- Square reader(s)
- "I'm a WABA member" sticker to give people who join/renew
- Hannah's business cards for people who want more info on anything

Anyone passing through is welcome to:

- Bike maps
- Blank membership tri-folds
- Education fliers
- Law guides
- Crash cards
- Any other handouts

## Bike to Work Day T-Shirts

Registered riders can pick up their free BTWD t-shirt only at the pit stop for which they registered in advance. WABA has absolutely nothing to do with t-shirts, and we will have no extras after the event. **You are not responsible for distributing shirts.**

[Make sure you sign up for the pit stop you're staffing!](#) This will ensure you get a shirt.

# Selling Memberships

## WABA 101: Your “Stoplight Pitch”

Build your own “stoplight pitch!” It should be short and easy to understand. Your role with WABA is invaluable, but please open with these general points so everyone’s starting from the same points:

- WABA is making bicycling better: safer, more accessible, and more fun.
- We’re working around the region (six jurisdictions).
- Our work falls in two categories: advocacy and education/outreach.
  - Advocacy: changing policy to make our streets safer
  - Outreach/education: empowering people like you to ride
- WABA is for people who already ride bikes **and** those who don’t feel like riding is for them—yet.
- Our goal is to get more people on bikes.
- People become WABA members for a variety of reasons; it’s helpful to find out what might interest them.

## About WABA Membership

“Are you a card-carrying WABA member?” (Getting our emails isn’t membership!)

→ Let me share more!

→ Today’s a great day to renew!

**WABA is building community through rides and classes and we’re making our neighborhoods better for biking.**

Be prepared to speak a bit to what WABA is doing in the community near your pit stop. Your pit stop leader should have a couple of talking points.

Dig into the benefits of membership outlined in the tri-fold:

- **Better bicycling.** That’s the advocacy work we do for better infrastructure and policy. Membership is what makes that happen.
- **Joy and empowerment/education.** Membership gives access to our signature events and membership connects riders with free classes, community rides, trainings and workshops.

- **Extras.** Free bike box rentals, WABA merchandise discounts, and staff ready to answer your questions to make your next ride better.

## Making the Ask

Membership is \$35 on Bike to Work Day.

What do you say to close the deal? **Something short and direct. Make it your own.** Try something like...

- Will you make investment in your community and join WABA today?
- WABA membership is an investment in your neighborhood. Will you join today?
- This is best \$35 you can spend on making your ride better. Can we count you in?
- Do you want to join right now?
- Can I sign you up now?

## Sales Tips

- Listen.
- Ask questions! Get people talking. How was their ride? What do they care about? What do they want to see change in the places they ride? Make it about them, not about you.
- Consider what 20% beyond your comfort zone might look like. Push yourself!

## Processing Memberships

Ask the new member to **neatly** complete the form on the tri-fold. If we can't read it, we can't process their membership. Make sure they select the correct membership type so we know how much they paid. Most will default to one year at \$35.

Mark the payment method in the "Payment Details" box on the form. Initial it. Process credit cards with Square or put cash or check in the envelope provided.

Give them a sticker and thank them for their support.

If people want to join later, point them to [waba.org/join](http://waba.org/join). You don't need to collect their information.

## Using the Square Reader

Please [download to Square App \(Android and Apple\)](#) to process payments. If you're new to Square, [watch this tutorial](#). If you've used it before, sign in with [finance@waba.org](mailto:finance@waba.org). The password will be WABAbikestowork2019!

Select a "BTWD 2019 Membership" in the Library to select to a \$35 charge, either card or cash payment.

The reader requires a headphone jack. If your phone doesn't have one, please bring the converter dongle.