



Host a Celebration Lap in honor of WABA's 50th Anniversary Year!

What is a Celebration Lap?

"Celebration Laps" are fundraising rides/meetups themed around bicycling and safe streets victories over the course of WABA's history.

What you (the host committee member) do:

- Consider your favorite places to bike and the advocacy wins that made them happen, and choose a theme for your fundraising event! *Examples: The Metropolitan Branch Trail, the Key Bridge, Bikes on Metro victory, 15th St Cycletrack.*
- Work with WABA staff to set a fundraising goal for this event. *Your event registration page will have a "suggested donation," but you can leave the option open for folks to make any personally meaningful contribution. If 20 people register and donate \$25 each, you've raised \$500 for WABA!*
- Consider if there are any local businesses you'd like to reach out to about supporting your fundraiser. *Would a local cafe, brewery, or ice cream shop with an outdoor space be willing to donate a portion of proceeds from your event to WABA?*
- Work with WABA staff to pick a date. *Think 4-8 weeks in the future— see below for an example timeline.*
- Invite your friends, family, colleagues! *Be sure to tell them why you're fundraising for WABA, and why this particular WABA victory is important to you.*

What WABA does:

- Builds a registration page for your celebration lap that you can share out. *This is how we'll track donations and know how many people are signed up.*
- Promotes your celebration lap on waba.org/fun and on social media to reach a wider audience of WABA lovers.
- Helps coordinate ride logistics. *If your celebration lap has a bike ride component, Development Manager Anna McCormally will help you manage waivers and can assist with coordinating ride leads and sweeps if the ride starts feeling big.*
- Attends your event to talk about WABA! *Someone from the WABA team with background on the advocacy win will be there to talk about the project and where WABA's headed.*
-

Example Celebration Lap Event

What we're celebrating: The Metropolitan Branch Trail

Date: May 15

Details: Meet at Union Station at 5:30 PM for a group ride to Three Stars Brewing (*note: attendees are welcome to join for the ride or to meet the group at 6:15 at Three Stars!*)

Fundraising Goal: \$750

Suggested Donation at Registration: Pay What You Can — we recommend \$50 for WABA's 50th Year!

Additional Revenue: Ask Three Stars if they're willing to donate a portion of the proceeds to WABA

Example Timeline

Date	Task
3/15/2022	Host Committee member and Anna set event date, theme,

	and fundraising goal
3/30/2022	WABA launches the registration page for the event (including blurb by Host Committee Member about why you love the Metropolitan Branch Trail!) and lists the event on waba.org/fun
4/1/2022	Fundraiser host starts inviting their networks to attend the event!
4/20/2022	You're halfway to your goal! WABA shares your fundraising event on social media to get even more people excited about the MBT and its history.
5/1/2022	WABA and the host committee continue promoting the event
5/15/2022	Event day! You have reached your fundraising goal, and are a rockstar!
5/18/2022	Gratitude — WABA sends you the list of everyone who attended so you can thank them.