



**BOYS & GIRLS CLUBS
OF DORCHESTER**

RODMAN RIDE 2023

Register today: bgcdorchester.org/rodman-ride-for-kids

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Boys & Girls Clubs of Dorchester Team Information

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About Boys & Girls Clubs of Dorchester

OUR MISSION

To always welcome and connect young people and families to opportunities that embrace diversity, nurture growth, and inspire success.

OUR VALUES

Respect | Innovation | Support | Equality

OUR STORY

BGCD is an award-winning youth development organization that provides a safe haven and life-enhancing programs to over 4,000 under-served youth each year. We are a chartered affiliate of Boys & Girls Clubs of America, and are independent of other Boys & Girls Club organizations in the Boston area. We have three clubhouses in Dorchester serving the community and surrounding towns and neighborhoods.

BGCD serves youth ages 5-18 and offers over 200 programs in art, education, music, film, college and career preparation, character and leadership development, health and life skills, athletics, aquatics, and social recreation. Youth pay just \$5 in annual membership dues, with scholarships available to those in need. We also serve children as young as 8 weeks old through our licensed Early Education and Care programs, which offer quality, affordable infant, toddler and preschool options for our community. We welcome children of all backgrounds and abilities. Ours is an inclusive environment in which every child is encouraged to succeed.

#WeAreDorchester #WhateverItTakes

Colonel Daniel Marr
Clubhouse
Since 1974
35 Deer St
Dorchester, MA
617-288-7120

Walter Denney
Youth Center
Since 2003
270 Mount Vernon St
Dorchester, MA
617-822-3701

Paul R. McLaughlin
Youth Center
Since 2000
1135 Dorchester Ave
Dorchester, MA
617-288-7120

BGCD Social Channels:

www.bgcdorchester.org [Facebook.com/BGCDOT](https://www.facebook.com/BGCDOT) [@bgcdorchester](https://www.instagram.com/bgcdorchester)

JOIN OUR TEAM.
MAKE A DIFFERENCE FOR THE KIDS.

Our Partnership with Rodman Ride for Kids

For over 30 years, the Rodman Ride for Kids has been the #1 one-day athletic event supporting kids in the nation and this year is no different!

BGCD has participated in the Rodman Ride for Kids every year as an affiliated charity. We ride because we know we have friends like you who are committed to helping kids. Our beloved Don Rodman taught us how important it is to give what you can and do what you can to help support kids. This year the Ride will be held on September 23rd, but you can start now! You can participate by choosing to ride 25 miles, 50 miles or choose your own adventure and joining our team.

When you participate in the Rodman Ride for Kids and help raise funds for Boys & Girls Clubs of Dorchester, 100 percent of your donation will directly benefit our members!





















We ask that you sign up today and do what you can to support our Club and families. Thank you!

For more information on all things Rodman Ride, please visit www.rodmanforkids.org.



Ride for Kids Sponsorship Opportunities

If you're interested in creating a custom sponsorship package, please reach out to Scott Neely, Director of Development, or Jessica Feenan, Development & Events Manager.

Ride for Kids	Social Media & Annual Report Recognition	Logo recognition at event	Logo recognition on website	Logo recognition in e-newsletters	Logo recognition at Start/Finish line	Logo on Rider bibs
Pedal Pusher \$5,000						
Wheel Worker \$10,000						
Road Warrior \$15,000						
Don Rodman Society \$25,000						
Presenting Sponsor \$50,000						

[Please visit the Rodman for Kids website to learn more about the Ride for Kids.](#)

For more information on Sponsorships, please contact Director of Development & Communications, Patty Lamb at plamb@bgcdorchester.org. or 617-288-7120.

REGISTRATION

How to Register as a Rider

1. Go to our website www.bgcdorchester.org/rodman-ride-for-kids and click on "Register Here!" You'll be directed to registration homepage.
2. Click "Register Now" and you'll be on your way! If you have already registered for previous years, make sure to log in to that account!
3. You can choose from either the 25 or 50 mile in-person route for September 23rd or you may take part in the "Choose Your Own Adventure" virtual rider option! Challenge yourself with a goal related to any activity you enjoy, and tie it into your fundraising.
 - * Choose Your Own Adventure Activity Ideas can include:
Running, biking, walking, roller blading, spin classes, yoga, Zumba, or whatever activity you choose!
4. Customize your personal webpage that you can share with friends and family for support!



If you have any questions on how to register or customize your page to optimize your fundraising results, please contact Patty Lamb at plamb@bgcdorchester.org.

FUNDRAISING

Fundraising Ideas

WE ARE HERE TO HELP AT BGCD! Here are just a few suggestions for how to get started:

Create a QR Code or Use Venmo

Texting your friends a link to a QR Code or to your Venmo account is a really easy and effective way to gather donations. For example, "Please consider donating to my Rodman Ride for Kids [Personal link]."

Work

Don't be shy about asking your colleagues at work to help. It's as simple as sending an e-mail to your group with some photos, information about Boys & Girls Clubs of Dorchester and your personal link.

Fitness/Cooking/Paint Night Class Offering

Do you teach fitness classes? Know how to cook a delicious meal? Know a creative painter? Teach a program and have participants donate to your page to take part in your online class.

Pick My Playlist

If someone donates \$10, they can choose any song and you will have to add it to your ride playlist.

Dare Me

Embarrassing yourself in a way that is funny for both you and others is actually a great way to secure donations - if someone donates "x" amount, you will do the dare and post the video on social media for all to see. For example: If you donate \$100, I will learn and post a TikTok dance.

50/50 Raffle

You/your team can host a 50/50 raffle online with GoFundMe or something similar.

Social Media

Share BGCD's posts on social media and ask your friends and family to donate to a cause important to you, and include your personal link. Examples below!

* If you need any event support, please contact Patty Lamb at plamb@bgcdorchester.org

Call to Action on Social Media: Recruit your followers to donate

Sample Facebook Post

On September 23rd, I am participating in the Rodman Ride for Kids on behalf of Boys & Girls Clubs of Dorchester because I believe that together we can help children succeed. If you would like to help me reach my goal, please click the link below to make a donation and change a child's life! [Personal link] #WeAreDorchester #Ride4Kids

Sample Twitter Post

Please support my Rodman Ride for Kids bike ride! Help me reach my goal for @BGCDorchester! [Personal link]. #TeamBGCD #WeAreDorchester

Sample Email for Individual Riders (Make as personal as possible!)

Dear <Name>:

On Saturday, September 23, 2023, I will be participating in the 33rd Annual Rodman Ride for Kids on behalf of Boys & Girls Clubs of Dorchester (BGCD). The Ride for Kids is an umbrella charity raising funds for youth-focused social service organizations that support at-risk kids in Massachusetts. Over the past 32 years, BGCD has raised over a million dollars through the Rodman Ride for Kids campaign, through the pedal power of their riders and supporters.

I have pledged to raise <your goal> for BGCD through the Ride and your donation of any amount will help me reach my goal. Keep in mind that many companies match donations as well, so please check to see if your donation would be eligible for a match from your workplace! I am fundraising for BGCD because:

<Tell your personal story, such as:

...I attended as a child...

...I have volunteered/supported the Club...

...I know kids who are members there...

...these children are very important to me because...

The more personal, the better!>

Boys & Girls Clubs of Dorchester serves more than 4,000 young people each year at three sites in Dorchester, providing children of all abilities a safe, positive place to go after school and throughout the summer. The Club offers more than 200 programs in education, social recreation, athletics, art, aquatics, music, teen programs and more. Members pay an annual membership fee of only \$5, ensuring that no child is left out due to financial constraints.

Boys & Girls Clubs of Dorchester needs our support now more than ever. If you would like to support BGCD through the Ride for Kids, please visit my fundraising page at <Team URL>.

Thank you so much for supporting me— together, we can make a difference for these deserving kids!

Sincerely,
<Your Name>

To learn more about Boys & Girls Clubs of Dorchester, visit www.bgcdorchester.org.

Sample Email for Corporate Teams

Dear <Name>:

I am writing to ask your support for the Rodman Ride for Kids. The 33rd Annual ride is taking place on Saturday, September 23, 2023. We hope to bring together participants who will bike either 25 miles, 50 miles or choose their own adventure, in support of the thousands of children in need by raising money through pledges. This year, I will ride with a group of fellow employees whose goal is to raise funds for Boys & Girls Clubs of Dorchester.

Since its founding in 1991, Rodman Ride for Kids has raised over \$100 million dollars for dozens of charities serving at-risk kids. In 2021, this event raised over 3 million dollars, and 100% of every donation goes to help these young people.

<Company name> is putting together a Ride team, and we hope to raise <goal>. Keep in mind that many companies match donations, so please check to see if your donation is eligible for a match from your workplace!

The hardest of times bring the greatest of needs. Your caring does make a difference. I would be grateful if you would consider sponsoring our ride by making a tax-deductible donation and sending a check made payable to The Rodman Ride for Kids/BGCD in the enclosed envelope, or by making an online donation on our company page at <Team URL>.

Your support could not come at a better time for an organization that is working hard to improve our community through the lives of thousands of children. We thank you in advance for your consideration.

Sincerely,
<Your Name>

P.S. If you would like to know more about this event, check out www.rodmanrideforkids.org and www.bgcdorchester.org.

