

MOOSE RIDE 4 KIDS DAY 2012, May 19

Overview:

Moose Ride 4 Kids Day is a Moose International supported, Moose Rider effort to host motorcycle fund raising events across North America, coinciding with the annual Mooseheart Bike Blessing & Run. The events may include Poker Runs, Pledge Runs, Raffle Runs, Hog Roasts, Rides with Biker Olympics competitions, Timed Skills Rallies, or any other motorcycle themed event that can be used to collect donations for Mooseheart Child City & School and another legitimate children's charity of the host Moose Rider groups' choice.



Participation may be at the Lodge Moose Rider Group level, District Moose Rider Group level, or as a collective State/Provincial Moose Association Moose Rider Group. The hope is that all Moose Riders will be able to either host or participate in a motorcycle event to benefit Mooseheart, which may be open to the public, between **Saturday, May 19, 2012** and **Monday, September 3, 2012**.

Moose Rider groups participating in Moose Ride 4 Kids Day will have an opportunity to receive the annual Moose International **Mark "Tiny" Metcalf "Big Heart" Award**, which will be given to one Moose Rider Group in three different divisions. One award will go to each of the **Lodge, District, and State Moose Association** Moose Rider Groups, out of all participating groups, raising the largest dollar amount on or for their Moose Ride 4 Kids Day event. All Moose Ride 4 Kids donations are to be sent to Moose Charities and designated for Mooseheart **by September 20, 2012 to qualify**. The winners will be announced on **Monday, October 1, 2012**.

To help aid the coordination of these events and to maximize the media coverage of our national Moose Ride 4 Kids Day events, it is important that contact information and participation plans (see participation form) are passed along to the Membership Department, at Moose International, Attention: Moose Riders in advance of the Mooseheart Bike Blessing May 19 target date.

Event outlines:

Poker Runs—Probably the most popular and easiest motorcycle benefit event to run. Five participating sponsor locations are secured. These may be Moose Lodges, local taverns, motorcycle related businesses or dealerships, restaurants, donut or coffee shops, even ice cream shops. Volunteers (usually 2 for each stop) take one deck of cards to each sponsoring location. Participants all start at the host location and ride to the sponsor locations to pick cards, which form a "poker hand". A Poker Run sheet (see resources) with spaces on it to record the five cards picked and route directions to each location are given to each participant in exchange for a donation to the chosen charity.

All participating riders will return to the host location by the specified time to compare "poker hands" recorded on their sheets. The best poker hand is the winner. First through third place are usually awarded prizes. Prizes can include a small portion of the donations, or prizes donated by sponsoring businesses.

Pledge Runs—Usually a scenic destination ride with one stop in the middle, then returning to the original starting point for entertainment, raffles, 50/50s and announcements. Participating riders bring in money they've collected as "pledges" from friends and family as a lump sum or for an amount per mile ridden that day. Informational flyers and pledge forms (see resources) are mailed or emailed to potential participants in advance; also posters and flyers are distributed to local businesses announcing the event at least one, or more preferably, three months before the event date. Riders may sign up the day of the event for a pre-determined amount if they prefer.

Raffle Run—Similar to poker runs, but at the host location, one raffle ticket will be given to each rider when they make their ride participation donation. They will also be given route directions to each sponsoring location.

Each location will have an individual raffle prize (hopefully donated by the sponsoring location). Prizes can include motorcycle clothing, gift certificates for goods or services, electronics, or hotel or restaurant certificates—anything of value. Prize packages should have a pre-determined value, but the rider will not know the actual prize until they reach each location.

The ride will progress from the site of the lowest valued prize to the site of the highest valued prize. Again, only the value of the prize will be told to participants in advance, not the actual prize content. Riders may use their free ticket anywhere along the way, or they may choose to purchase tickets at each individual location, based on their interest in that particular prize. The key is to build anticipation of the next unknown prize along the way, encouraging riders to buy tickets at each location, thus increasing raffle ticket sales.

All of the prizes will be transported to the host location to be drawn during the after party.

Hog Roasts—Food related fundraisers are generally well supported by the motorcycling community. One great way to have a successful event is by partnering with a local motorcycle dealership. Harley dealerships are required by the Harley-Davidson Motor Company to hold at least two benefit events and open houses per year to qualify for their corporate H-D Bar & Shield awards—which is a corporate requirement that Moose Rider groups can take advantage of.

If your local Harley dealership is looking for a charity to donate their Dealership or H.O.G. Chapter's efforts towards, there's no better charity than Mooseheart.

Don't forget the Independent, Metric, Victory, or Indian dealership that might be in your community. Other dealerships may be just as interested in helping to host an event at their dealership, and they may be even more willing to go all out for you, just for thinking of them first.

Chili cook-offs, BAR B QUE competitions, Hog Roasts, corn boils, and fish boils can all be made into fundraising opportunities with a ride attached.

Biker Olympics—A “ride in” Biker Olympics can stand alone as an event or be made part of just about any other ride or run. Skills tests can include:

Slowest Drag Race—Bikes line up, two at a time to record the slowest ride across the finish line without riders touching their feet on the ground.

Egg Pick-Up—Two courses are set up with orange highway cones, spaced far enough apart that a motorcycle can weave in and out of them s-l-o-w-l-y. Uncooked eggs are placed at the top of each cone. A rider with passenger must weave in and out of the cones, down and back, while the passenger collects the eggs. Every footfall deducts a point (or adds 10 seconds to the time). The pair collecting the most unbroken eggs in the shortest amount of time wins.

Bagger Bomber—If your Lodge has two “Bags” sets (some areas call it “Baggo” or “Corn Hole”), line up all four landing boards in a row—head to foot—spaced out by two to three motorcycle lengths between each (See support materials for layout). Two riders and passengers line up on either side of the “targets”. Each of the passengers are given four of the same color “bags” and act as the bombardiers, each trying to score one “hit” on each board. 10 points for a bag through the hole, 5 points for each bag hanging over the edge of the hole and

one point for each bag on the board. 10 points are awarded for the first across the finish line in each heat as well.

Timed Skills Rallies—A Road Rally that is timed by the attendants at each skills stop. All riders and passengers start at the sponsor Lodge. Each team is “timed out”, meaning a judge notes their time on a starting log. When each team registers, they are given a set of directions in clue or riddle form to a pre-determined number of locations and the bike’s mileage is noted. Arrow/direction signs are placed along the way to aid riders. Once each team reaches each location, their time is logged and one of them must perform a skills test. This can range from dart throwing to putting together a child’s puzzle to kicking a soccer ball through an obstacle course.

The route ultimately leads riders back to the start location where their “time in” is noted and their mileage is again logged.

Winners are chosen in categories of least time logged and least miles logged.

Bagger Bomber—Line up four “Bag-O” or “Corn Hole” landing boards in a row, spaced out by two to three motorcycle lengths between each. Two riders and passengers line up on either side of the “targets”. Each of the passengers are given all four of the same color “bags” and act as the bombardiers, each trying to score one “hit” on each board. 10 points for a bag through the hole, 5 points for each bag nearest the hole and one point for each bag on the board. 10 points are awarded for the first across the finish line in each heat as well.

