



# 30 DAYS OF BIKING

## *The Captain's Kit*

*Champion our community  
of joyful cyclists.*

Formed in 2010, 30 Days of Biking is a community of joyful cyclists who've made a simple yet awesomely demanding pledge: to bike every day in April. Any distance, any destination.

Our team has worked to build and nurture this community, with participants from hundreds of cities around the world. But because this is a grassroots cause based in Minneapolis, Minn., our efforts have primarily been focused on our home city.

We want that to change, and to do that, we need your help. We've created this **Captain's Kit** as a tool for spreading the 30 Days of Biking love. It contains a few basic flyers, tips and tutorials to aid you in this quest.

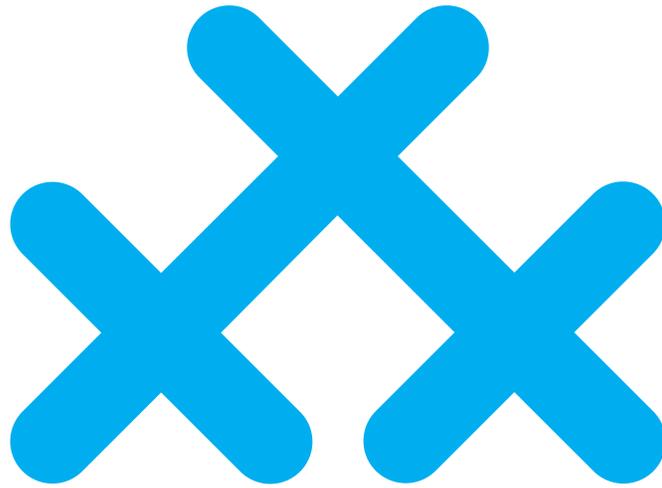
[Ride onward to learn more.](#)



## *Spread the Word*

First, we've created two versions of a **30 Days of Biking** flyer — perfect for posting in your favorite café, bike shop, office or *boulangerie*. Pick your favorite.





# 30 DAYS OF BIKING

## Pledge to Ride

*April 1 – 30, 2016*

Join our community of joyful cyclists.  
Ride your bike every day in April and  
share your adventures online.

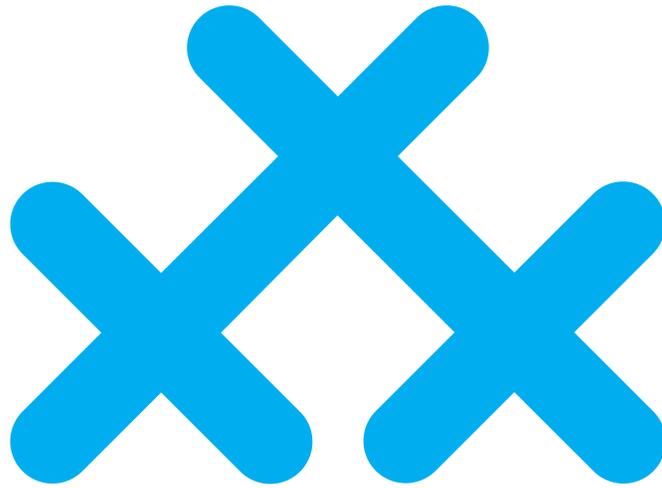


REGISTER FREE AT **30DOB.COM.**

*We're super social.*



30DAYSOFBIKING #30DAYSOFBIKING



# 30 DAYS OF BIKING

*Step 1: Pledge to ride every day in April.*

*Step 2: Share your stories with #30daysofbiking.*



MAKE THE PLEDGE AT  
**30DAYSOFBIKING.COM**

*We're super social.*

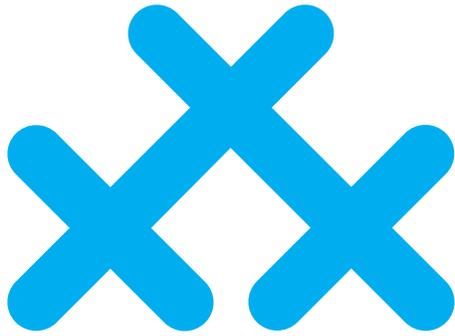


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## *Spread the Word: Level 2*

Next, you'll find a **30 Days of Biking** handout. Give it to your friends, your colleagues, or even your enemies. Let's convert everybody to our community of joyful cyclists.



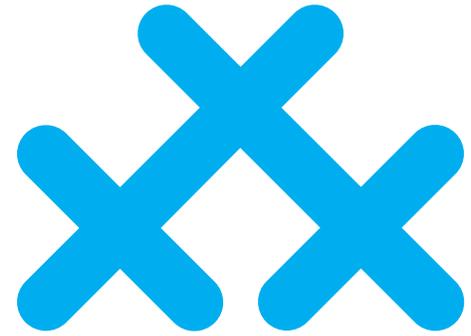


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*April 1 – 30, 2016*

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*#30daysofbiking*

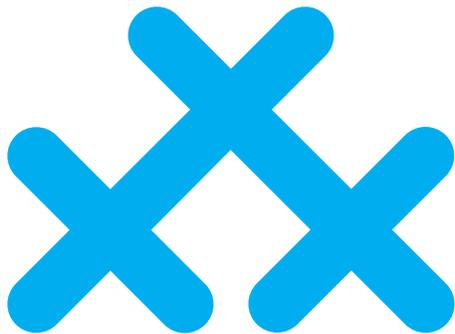


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# Create a Ride.

Group rides are essential to the **30 Days of Biking** experience — meeting new friends, sharing fun times. While social media and our bike love connect us all, every year we depend on captains like you — around the world — to make the most direct impact, where your community of joyful cyclists lives. In person is where the magic happens.

## Here are some tips for setting up a successful group ride:

1. Create a Facebook event, with a clear start point and departure time.
2. Invite all of your friends — and if you want, encourage your friends to invite their friends.
3. Put up flyers for your ride in local hang-outs.
4. Ride! Choose a pace that accommodates your group. It's all about the journey, not the destination.
5. (But donuts make for a good destination.)
6. Take photos, and post them on Facebook, or under #30daysofbiking.



# Tell the Press

This is where sharing the **30 Days of Biking** love gets a little more advanced. Social media spreads the word well, but contacting your local TV station — or newspaper, or podcast — can take your efforts to the next level. Level 30.

1. Contact local press and identify yourself as a 30DOB Participant.
2. Provide a basic rundown of what 30 Days of Biking is all about: *“It’s a pledge to ride your bike every day in April — however far you want, no matter the weather. Next, share your adventures online, with #30daysofbiking. That’s all there is to it.”*
3. This works especially well if you combine your PR efforts with a group ride. Invite the journalists to pedal with you.
4. Above all, maintain a positive tone. Too often, cyclists are negatively depicted in the media; we want to change that.



# *Throw a Party*

Bicycling for 30 days in a row is an accomplishment. Celebrate it, however you wish, and invite all your friends along with you. Bars work. So do coffee shops. Set up a pre-ride. Stage a gathering. Stay out late. Dance till dawn.

*Bike home safe.*



# Thank You

We really, really appreciate everybody's enthusiasm for **30 Days of Biking**. Your excitement for this is incredible. We created this kit to enable you to share your joy, and to broaden 30DOB's breadth in 2016.

*Make it happen. Then share the results with us!  
Let's get the world to pledge.*

