Pedaling for Dollars
-or-
How to Turn an Old Fundraiser Into a New One

Bill Craig
Coordinator
Safe Kids Skagit County
Tulip Pedal – History

• Began as a benefit ride for Skagit Hospice in April 1982.
• “The money that we make from this event is going to a cause that touches us all at some point in our lives, and when it does all the other issues become secondary. -- Paul Murray, Skagit Hospice, in the April 8, 1982, edition of the Skagit Valley Herald.
• Available information doesn’t reveal how many cyclists attended that first Tulip Pedal, but the following year had event coordinators expecting more than 500 cyclists.

• Tulip Pedal became an event associated with the Skagit Valley Tulip Festival in 1984
• Became a fundraiser for Widowed Support Services in 1991
• Became a fundraiser for Bicycle Helmet Promotion Coalition and North Region EMS in 1994 -- More than 700 cyclists
• Taken over by Skagit County EMS in 2003
• Became a sole Safe Kids fundraiser in 2009 -- 608 riders
• 802 cyclists in 2010
Tulip Pedal – History

• Had just one course from 1982 – 2003 that took cyclists around the Skagit Valley tulip and daffodil fields.
• Added a 40-mile course in 2004 to attract more riders.
• Added a metric century (62.50 miles) course in 2009 to attract more riders.
• Entry fee in 1982 was $7.
• Entry fee will be $30 in 2011.
Tulip Pedal – How to Hold a Successful Fundraiser

Sponsors

• Skagit County Medic One – Lead Agency
• Group Health – underwriting
• Bicycling Magazine – free advertising
• Road ID – bags, bibs, advertising
• Costco – gift certificates
• Grocery Stores – food
• Crystal Springs Water Co. – Water
• Washington Bulb Co. – Tulips!
• Skagit Cycle Club
• Many others...
Tulip Pedal – How to Hold a Successful Fundraiser

Volunteers
Tulip Pedal – How to Hold a Successful Fundraiser

Keep Up With Constant Change

- 2003 – began adding longer routes
- 2006 – changed location
- Traffic is an issue. Found ways to spread out riders.
- Alleviate mistakes

- Learn from other events
- Tried different ideas to attract people – giveaways
- Stick with what works. Toss what does not.
Tulip Pedal – How to Hold a Successful Fundraiser

You’re Not In Mayberry Anymore

• How Big Do You Want To Be?
• Do You Have The Support/Energy?
• The bigger you are, the bigger your friends – Are you prepared?
• Is it FUN?
• Are your participants just money to you or are they new friends?
• Dream Big! Will this last long after you’re gone? Is your coalition bigger than you?

Safe Kids
Skagit County
Questions?

Bill Craig
Safe Kids Skagit County
billc@skagitems.com
360-428-3236
www.skagitems.com