

Pedaling for Dollars

-or-

How to Turn an Old Fundraiser Into a New One

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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...



GroupHealth



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?



Questions?

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