

# AIDS Ride For Life—23rd Anniversary

September 11, 2021

## *Virtual Fundraising Option (prev. "Indoor Option")*

### **Virtually Fundraising Anywhere with the AIDS Ride For Life:**

*Previously called the "Indoor Option" and initiated in 2012 as a test, this option has grown in popularity for people who want to participate in the AIDS Ride For Life But: a) Do not have a bicycle b) Don't feel they can ride 100, 90, 69, 42, 25, 14 miles on the road c) Are still in cycling training d) Prefer to ride inside. e) Aren't available to join us on ride day. f) Don't live in Ithaca or nearby (we do have cyclists Participate from 20+ states & other countries!)*

*OR would like to fundraise but would prefer to walk, run, swim, or do "virtually" anything else!*

### **How it Works: Register as a "Virtual" Participant!**

- ◆ Sign up at our online registration as a Virtual Fundraiser. <https://southerntieraidsprogram.salsalabs.org/arfl2021>
- ◆ Registration fee is \$25 - fees we use to take care of our participants and produce the Ride.
- ◆ Choose your team in the drop down box or create your own! Event or Virtual participants can share the same teams!
- ◆ Recruit team members, have fun for a terrific cause and win awards and prizes!
- ◆ All registered virtual fundraisers receive a goodie bag in September with a rider gift, a t-shirt, 2 dinner tickets to our fab closing ceremony catered by Ithaca Bakery at Stewart Park on event day in September (one for you & one for a friend).
- ◆ Choose a date and recruit your team. The cool thing about Virtual Teams is that you can hold your team event anytime!

**FUNDRAISING:** Each Rider is asked to raise a minimum of \$100.

- ◆ It's very easy! You will receive a registration confirmation with a link to our fundraising website – Salsa, where you create your own, personal, very cool fundraising page that you can email, link and add to your social media pages for anyone to donate.
- ◆ Fundraising tools including our High Gear Prize Drawing and other suggestions are located in the Download section of our web site.
- ◆ All the money raised by our Riders is stays in STAP's eight county region!

### **HIGH GEAR CLUB: Win Prizes!**

- ◆ This is a very special club for all Riders/Fundraisers who raise at least \$1000.
- ◆ An exclusive party is held every year in October at Agava Restaurant, in Ithaca for HGC members. All High Gear members receive special recognition and a lovely gift as a token of our appreciation for \$1000, \$2000 & \$5000 levels...or more!
- ◆ Past gifts include, cycling gear, bicycle book ends, spoke bracelets, original art.
- ◆ **SILVER SPROCKET CLUB** - Win a fabulous prize by raising \$500 to \$999.

### **Teams**

**Advantages of Teams** Many riders form teams with friends, colleagues and family members. They train, fundraise and ride together. Having a team allows everyone to share their strengths and to offer something towards the team (designing riding shirts, fundraising knowledge, tabling at an event).

### **How Teams Work**

- ◆ Teams can be made up of 2 or more people.
- ◆ Team fundraising can be pooled; meaning the average of the entire team needs to be at least \$100 per Rider if the team is completely virtual. If your team does want funds pooled, please notify us by the last Friday in August.
- ◆ You can be a part of an established team anywhere – in the world!!

### **Awards:**

- ◆ Top Virtual Cycling Team with the Highest Fundraising Dollars (must contain 100% virtual team members)
- ◆ The Top Virtual Fundraiser
- ◆ The Virtual Team with the Most Members. (Team can be mixed with virtual and event-day participants, virtual members will only be counted)

**DATES TO RIDE:** Sign-up and pick any date that is meaningful to you and your team! Collaborative indoor cycling event days could even be Ride week if desired (the week leading up to the second Saturday in September). The 23rd AIDS Ride for Life will be Saturday September 11th, 2021

For more information on STAP and why we Ride, go to: <http://www.aidsrideforlife.org/>  
or <https://southerntieraidsprogram.salsalabs.org/arfl2021> Thank you for your support!

### **Contact info:**

**STAP Special Events Coordinator**

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**“Fun Is Mandatory”**

~ARFL Co-Founder, Russ Traunstein