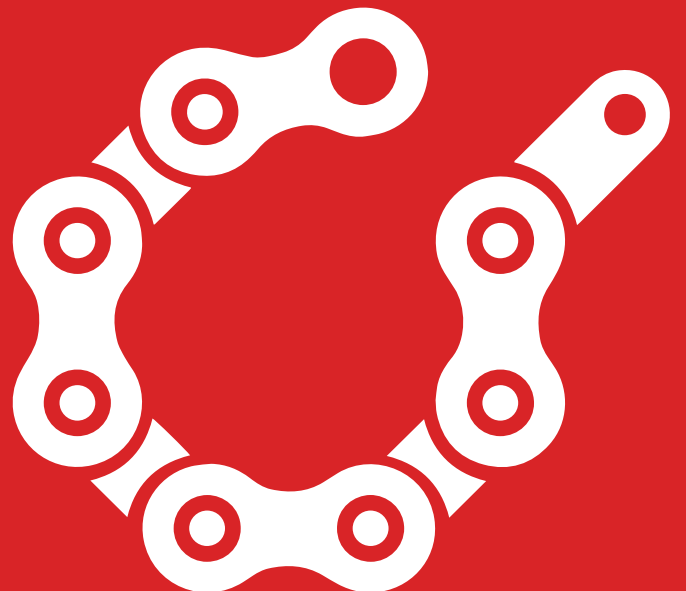


200 Miles, One Purpose, End Modern Slavery.

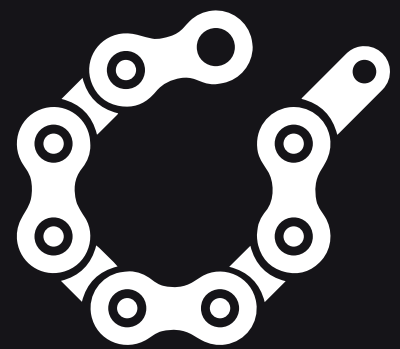
Your guide to Break the Cycle 200





Our Mission

Break the Cycle 200 uses 200 mile events and extreme challenges to raise awareness and funds to end modern slavery in the United States and around the world.



BREAK THE CYCLE
200



New Spoke Core Elements

Leadership team

Interim Leadership

to be provided by Break the Cycle 200.

Local Team

to be established as local support grows

- Event Leader
 - Orchestrates all the different parts
- Logistics Department
 - Route
 - Volunteer Coordinator
 - Operations
- Treasurer/Secretary
- Communications
- Corporate Funds Development.

Local involvement

Cyclists

- The founding leadership team connect with other cyclists and spread the word
- Cyclists then sign up and actively raise awareness and funds in their circles of influence.

Bike Shop

- Connect with cyclists and cycling groups
- Acts as ground zero
- Sponsors the ride with knowledge, gifts in kind, and mechanical help.

Churches/Community Groups

– ways to be involved

- Voice – They have great reach and can help generate interest with their constituents
- Monetary Support
 - Directly
 - Indirectly (usually a connecting agent to others with ability to give)
- Connect with community leaders
- Connect with the supported safe house or other designated local anti-trafficking organisation
- Source for volunteers for the event.

Sponsors

- Funds are used to offset cost of the ride
- All residual goes to the cause of fighting modern day slavery.
- BTC 200 promotes sponsors on the jersey along side Hope for Justice branding.

Centralized support

- Merchandising provided
- Sign ups and reporting
- Web and Social media
- Financials and reimbursements
- Branded resources
- Sponsorship support.

} let's raise awareness!



Event - Points of Action

Set a date

- Decide with the local leadership team
- Based on:
 - Enough time to train
 - Time to get the word out
 - Time to iron out the ride logistic.

Create an event online

- Set up and management organized by Hope for Justice
- Participant tickets
 - Questions for participants
 - We already have the basic Q's ready
 - T-shirt size, coming to the pre-ride meal, etc.
- Order event kits.

Event kit

- Set up and management organized by Hope for Justice.

Tell everyone – communications

- Facebook
- Twitter
- Email
- Audience
 - Friends and family
 - Bike shop email list
 - Church groups
 - Local ride clubs
 - Local civic orgs
- Messaging – Use BTC200 messaging and specify it to your audience. Coordinated between Hope for Justice and local Communication lead
- **Please note: Hope for Justice will be managing the main communication and media campaigns for Break the Cycle 200 events.**

Event details

- Pre-Ride meal (night before the ride)
- Focus on the cause
- Iron out last minute details
- Rally the troops
- Pray.

Day of ride

- Leave at 5am – Prayer
- Stops
 - Every 20 – 30 miles
 - No longer than 10 minutes
 - Have a quote about freedom ready to send the team out after each stop
- Mid-Day Stop for Lunch
 - Update and Encourage
 - Prayer of the meal and the day
 - Fix issues with bikes
- Post Ride Party
 - Food ready and waiting
 - Have a host for the party
 - Re-cap the day
 - Re-focus on doing tough things for people in tough place.

} come and
join the ride!

#changelives





Volunteers

Nutrition support

Details:

- Time commitment – 2 hours, day before the ride
- Prepare rider nutrition needs by:
 - Filling water bottles
 - Organizing food and supplies
 - Loading vehicles.

Support vehicle(s)

Details:

- Time commitment – 5am to 8pm
- Overnight accommodations will be arranged for drivers
- 2 vol per vehicle, a driver and a navigator
- Drivers – drives and assists with nutrition stops
- Navigators – assist with directions for the driver, communicates with other vehicles and helps make adjusts for nutrition/rest stops for the peloton.

Various vehicle roles*

Team nutrition and hydration

these vehicles drive ahead to each stop, set up tables with food and water for the riders. Refill water coolers as needed.

Mechanical support

ride behind the riders, help with changing flat tires and other bike mechanical issues. Provides transportation for riders who need a break or have had a mechanical issue.

Bus for return trip – if one-way route.

Mission control

drives directly behind the riders, communicates with the lead bike rider and other vehicles during the ride.

Sweeper

vehicle that stays behind the very last rider to ensure no one gets left behind. Provides transportation for riders who need a break or have had mechanical issues.

Trailer driver

Must be able to competently drive and maneuver a trailer.

- Load bikes and gear into trailer after BTC 200 is completed
- Drive vehicles/trailers back to the start town
- Unload bikes and gear at start town when cyclists return.

*With smaller groups these roles overlap and are consolidated.

**}& make a
difference!**



Tips for Fundraising

1 Make sure your fundraising page is compelling

So that your supporters feel like they can't leave without donating. Get personal with your story, explain why you're fundraising, what will their money do for your cause, etc. Add pics and videos as you go. The more well-rounded your page, the better your fundraiser will perform.

2 Make the first donation

After your fundraising page is all set up, make the first donation. Make sure it's an amount that you think your supporters will respond to. It sets the tone for your fundraiser and people like seeing that you're supporting your cause as well.

3 Set a fundraising goal

Supporters like to help you work towards something and it gives you something to message about during the course of your campaign. For example, sending out an email when you're at 50% of your goal is super motivating and allows everyone to see how their donations are impacting your cause.

4 When you get a donation, you'll get a donation alert

Make sure to use our Thank You tool to immediately thank your supporters. If they feel like their donation is appreciated, they will be more likely to give again. And again.

5 Reach out more than once

Email and use social networks to ask supporters to give again and again. Keep them posted on your goals, where their money is going, how it's helping and what it means to you personally. Be relentless. It's for a good cause.

} it's for a
good cause!



Examples of Good Write Ups...

1

I'm riding 200 hundred miles in one day so others can be free from modern slavery.

- The human slavery index estimates **45 million** are victims of human trafficking worldwide. About 14 times the total population of the state of Iowa.
- Approximately **75-80%** of human trafficking is for sex.
- **80%** of those sold into sexual slavery are under 24, some are as young as six years old.
- An estimated **30,000** victims of sex trafficking die each year from abuse, disease, torture & neglect.

With your help, we can help recover and restore trafficking victims and survivors.

Join me in not only setting the captives of human trafficking free but also in helping start a new life of restoration.*

Onward and upward!

Your name

*All proceeds go straight to the projects and programs to fight modern slavery.

45m
people are
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worldwide.

} go onward
and upward!

#changelives



Examples of Good Write Ups...

2

Dear Family and Friends,

This Friday, June 28nd, I am once again running as part of the Break the Cycle 200 mile running relay team to raise money and awareness to break the cycle of human trafficking in Central Iowa and Nepal.

People don't care what you do, they care why you do it.

Why do I run? I run because this is a problem happening every day right here in Iowa. This is not just a problem in 'other countries.' This spring, Break the Cycle 200 was able to sponsor the world premiere of 'Gridshock,' a documentary about sex trafficking in Iowa. Please watch this Gridshock trailer about this powerful documentary. Although the documentary is still on tour, I highly recommend everyone watch it when it is released. You will have your eyes opened to this horrific injustice that exists right here in our own backyards.

People don't care what you do, they care why you do it.

Why do I run? I run to bring awareness to this horrendous injustice. I run with the hope that men will view women as a beautiful being created in the image of God and not merely an object for their own sexual gratification. I run with the hope of rescue and restoration of the victims of human trafficking. But ultimately, I run to bring hope and bring freedom to women trapped in human trafficking.

People don't care what you do, they care why you do it.

So, don't care what I am doing. Don't give just because I am running a really long way through the day and night. Care about why I am doing it. I ask you to give to bring freedom to women trapped in human trafficking, a freedom that you and I take for granted every day.

Please note that 100% of your donations will go directly to support programs and projects to fight human trafficking and is tax deductible. I am extremely humbled and grateful for your continued support. Please help us 'Break the Cycle.'

(Gridshock Trailer Link: <https://youtu.be/p5SanPltXa8>)

} make it your goal to help!



BTC 200 Timeline

BTC 200 6 month timeline

Your town

APRIL

1. BTC 200 registrations open
2. Kit store open

MAY

1. BTC 200 registrations open
2. Kit store open

JUNE

1. BTC 200 registrations open
2. Event campaign to drive sign ups
(social media and email)
3. Kit store open

JULY

1. BTC 200 registrations open
2. Sponsorship final commitments
3. Event campaign to drive sign ups
(social media and email)
4. Participant engagement
(training tips, fundraising, community building)
5. Participant fundraising
6. Jersey updates to final design
7. Kit store open and communicated to cyclists

AUGUST

1. Event campaign to drive sign ups
(social media and email)
2. Participant engagement
(training tips, fundraising, community building)
3. Kit store closes
(6 weeks before event and extra kits ordered)

SEPTEMBER EVENT MONTH

1. Participant engagement
(training tips, fundraising, community building)
2. Last minute sign ups
3. Fundraising peak
4. Pre-event dinner (TBD)
5. Event (TBD)

OCTOBER

1. Post event photos
2. Next year registration open
3. Update website