

[Name of Evil Plan]

[Location] 2016!

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Event Brief

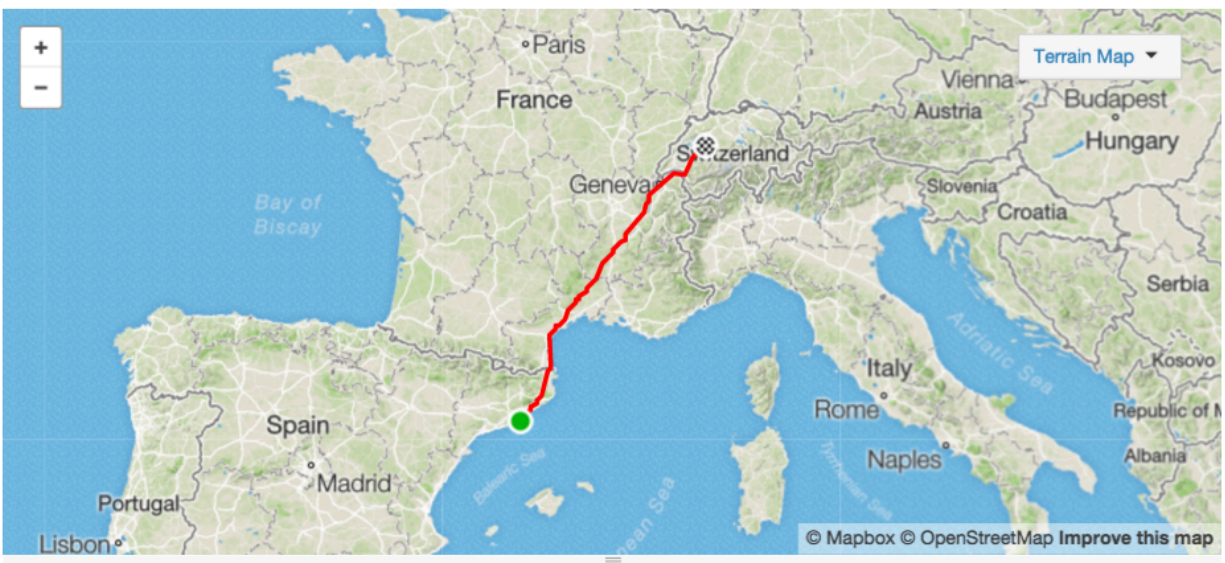
Who: Age Demographic, Professional/Personal Identifiers

What: A (time of event) (type of event) that (what does it do?)

Why: To (action) for (beneficiary) because (Why? What's the why behind the why?)

When: Dates!

Where: Be as specific as possible. Ex: A castle in Lyon, France. Place a map screenshot if it helps. Like this:



Our Team

Kelly Chou: Taiwanese badass biker and photographer/videographer. She will be documenting the visual experience for our trip through social media and the blog, along with bringing excitement, curiosity, and passion wherever we go! Previous position at the S2SF trip is the Chief Entertainment/Media Officer.

Position- Videographer/Photographer

Tara Byrne: Originally from New York, she is the consummate connector of talented, interesting, and ethically-minded individuals, and a caring catalyst for societal change. She will be managing sponsor outreach, speaker curation, communications, and keeping the team happy :)

Position- Event Planner and Partner Relations

Janet Chang: SF Bay Area native quietly making an impact through presence, mindfulness, and focusing on the big picture. She'll be managing outreach strategy and tricky logistical challenges for the team.

Position- Operations Officer

Anita Wing Lee: This Canadian born woman has traveled to almost every country in the world and is a Periscope rockstar with daily Meditation Scopes.

Position- Storytelling, Fundraising, and Global Broadcasting

Marcela Fernandez: Leader of OnBoard.

Position-

A Rider's Budget

Budget Item	Projected Cost
Airfare	\$1200
Transport Costs (Bikes, Gear, etc.)	\$140
Food (\$15/day)	\$315
5 Nights in Hostel	\$250
Travel Insurance	\$90
Schenghen Visa	\$74

Gear (may be sponsored)	\$150
Bike (may be sponsored)	\$500
Total Cost =	\$2619

Add Actual Cost after the completion of the project/event.

Our Lexicon

Changemaker- An entrepreneur whose goal is to make a positive impact on the world.

Personal Sponsorship- donation of financial support for the bike trip itself, not for nonprofit fundraising

In-Kind Sponsorship- donations of goods or services

Partners- organizations that help us with goods, services, and community support on tour.

Schengen Visa- A visa that covers entry to Spain, France, Switzerland, and many more European countries without having to get different visas for each one. Lasts 90 days.

Saddle- The seat of the bike.

Each Team Member's Commitment

Before The Event

- Volunteer on the team to contact potential sponsors and partners to offset personal costs and fundraise for the trip.
- Raise at least \$20/mile = \$2620 to contribute toward funding goal

During The Event

- Take a social media responsibility to fundraise before and during the trip. Instagram, Facebook, Twitter, Snapchat, Blogging, etc.

After the Event

- Write a 500-word blog piece about your experience.

Timeline

Month	Goals
March	•

April	•
May	•
June	•
July	•
August	•
September	•

Our Beneficiary

About Kranti

The Problem

Fundraising for Kranti

Fundraising Objectives:

- Get financial commitments to each mile you ride. We are riding 581 miles.
- Our goal will likely be around \$10K/bike rider for a \$50K project and extra expenses.

Emails and Letters Templates

(Taken from MS Foundation)

Dear Friend:

In the United States today, there are approximately 400,000 people with multiple sclerosis (MS). Approximately 200 more people are diagnosed every week. Worldwide, MS is thought to affect more than 2.5 million people. While more and more people are becoming survivors of this disease, there is still no cure. Having watched my relative's battle with MS over the years, I decided that it was time to become involved in the search for a cure!

Last fall, I became a member of Bike the US for MS, whose mission is to fund home modification projects across the United States and support research and treatment of MS at clinics and treatment centers. I signed up to ride across the Northern Tier route of the United States, which is 4,295 miles beginning in Bar Harbor, ME and ending in Seattle, WA. I have been training daily with friends and on May 28, I will set off for a two month adventure from coast to coast. Along with my teammates, I will be cycling in honor of a survivor of MS: my relative. He was diagnosed with MS at the age of 26. After 3 months of testing with no conclusions, he relapsed and spent 3 more months undergoing tests to finally find out that he has MS. Throughout my training and the ride, I will wear a wrist band with his name on it which will be a constant reminder that no matter how hard I think the day is, it doesn't even come close to his fight against MS.

I won't be able to complete this ride alone, and I would be honored if you would help me. My goal is to raise \$6,000 (\$4,295 required). No pledge is too small! Donations need to be received no later than May 28. To date, Bike the US for MS has raised over \$1.5 million! The goal of my Northern Tier team this summer is to raise \$200,000. Now THAT'S making a difference! I invite you to be a part of my goal. I promise you, there is no better feeling than knowing that you were a part of an amazing mission that successfully helped so many people! Thank you so much for your support! See you at the finish line!

Please consider donating here.

Or send checks to: Bike the US for MS | PO Box 10001 | Blacksburg, VA 24062

For more information about Bike the US for MS, please visit my profile at:
www.biketheusforms.org Thanks!! Northern Tier Cyclist

Speaking Tour

Partners:

- CERN
- EU Parliament
-

Social Media

Social Media will be a key component of fundraising before, during, and after our tour.

Social Media Objectives:

- Periscope as often as possible on breaks to connect to a global, online audience.
- Share social media content across platforms. Instagram, Facebook, Snapchat, etc.
- Blog every few days, can rotate.

Research:

http://www.huffingtonpost.com/chuck-kellen/training-for-a-600-mile-c_b_5639762.html

What To Get

Packing List

- Menstrual Cups (yay periods!)
- Panniers
- Dry sack
- Rear Racks
- Bikes
- Jerseys (would be nice to have. We can always get customized t-shirt)
- Padded bike shorts (essential for your comfort)
- Water: water rack/water bag/camel bag
- Sleeping Bags
- Sleeping Mats
- Bike lights
- Helmets
- Bike gloves
- Bike cable/lock (depends on the safety level of the town we're stopping by)
- tent/hammock
- Bike tools: inner tubes x2, liners (install before the trip to prevent flats), and a portable pump (CO2 or hand pump)
- Misc: Sun cream/sun block, lip balm, sunglasses, toiletry (highly recommend REI camping towel to min space and max water absorption), mosquito repellent, first aid kit, flip flops when not biking
- Physical map / tour book/ printed route
- Gopro?
- Optional: Satellite phone (I borrowed Alton's dad's. Can potentially ask again. Annual fee is \$100), butt lubes, solar charger for your electronics (price range from \$100 to \$200), a bike trailer (if you prefer to not carry all your luggage on your bicycle), waterproof journal and pen, clip-in bicycle shoes and clip-in pedals (totally optional, it increases efficiency), an extra bike seat cover for comfort,

Gear Needed

- Cyclist Jerseys
- Bike Gloves
- Bike Shorts
- Frame mounted Bike Pump
- Patch Kit
- Handlebar Mount for Phone/iPad
- Bike Locks
-

Stories from Other Tours

<http://www.huffingtonpost.com/chuck-kellen/training-for-a-600-mile-c b 5639762.html>

Training Regimen

Itinerary

Spain

78F high, 64F low- It's still summer

France

70F high, 55F low- Autumn

Switzerland

70F high, 51F low- Autumn

Germany

66F high, 51F low- Autumn

Uncertainties/Notes

Questions

Partners

Community


1. Hash House Harriers
 - a. Speaking
 - b. Can House
2. Johnson & Johnson TEDx
3. Racing Communities in Europe
4. FitChicks, Women Athlete Communities
 - a. Community Support
5. Social Enterprise Europe
6. EdgeRyders
 - a. Community Support
 - b. Speaking Opps

CSR Matching Donations

- Blackenvish
-

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Flight info

 [Recent searches](#) [Help](#)

[flights](#) [hotels](#) [car rental](#)

San Francisco (SFO) ▶ Barcelona (BCN)
September, 2016 - September, 2016 | 1 x 1 | Economy

Estimated lowest prices only. Found in the last 15 days.

Calendar

Chart

Stops ☐ Non-stop flights only (none)

Depart: September, 2016

Return: September, 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3	28	29	30	31	1	2	3
				\$489	\$481	\$506							\$615
4	5	6	7	8	9	10	4	5	6	7	8	9	10
\$431	\$420	\$524	\$480	\$505	\$544	\$505	\$1,173	\$496	\$1,050		\$586	\$615	\$1,106
11	12	13	14	15	16	17	11	12	13	14	15	16	17
\$431	\$691	\$426	\$488	\$420	\$498	\$719	\$614	\$496	\$1,095		\$1,151		\$594
18	19	20	21	22	23	24	18	19	20	21	22	23	24
	\$565	\$691	\$425	\$697		\$730	\$584	\$597	\$1,083		\$488		\$1,095
25	26	27	28	29	30	1	25	26	27	28	29	30	1
	\$563	\$697					\$1,128	\$1,207	\$1,072		\$1,095		
2	3	4	5	6	7	8	2	3	4	5	6	7	8


September 1, 2016

September 22, 2016

\$977
Price per adult.

Show flights

Want even more travel options? Check directly with these providers:

Travel Agents	Non-Stop Flights	Indirect Flights
	No recommendations	