

[1-minute video recap of Rally buses to the Women's March](#)

#1 Pain Point felt by organizers

"There's too much risk for me to put down my own credit card and accept payments from strangers."

Problem

Booking buses is time intensive and it is a lot of responsibility to take on...

Solution

[Rally](#) makes it easy to **book a seat and create new routes**¹

How To Charter a Bus in 25 Steps

(or you can count on Rally to do all the heavy lifting so that key organizers can use their talents on **lobbying and planning in-person meetings**)

1. Find bus company
2. Call bus company
 - a. *Do they own the buses themselves?*
 - i. There are pros and cons to using brokers, and different variations exist.
 1. For example, Bus Bank or US Coachways are brokers.
 2. *How do you qualify or differentiate?*
 - ii. **Rally is a tech-enabled marketplace that connects riders and local bus companies and uses apps for group and vehicle management.**
3. Request quote for service
4. Repeat Steps 1-3 until satisfactory provider is found
 - a. *What's the Department of Transportation record on the bus company?*
 - b. *How experienced is the driver?*
5. Pay 50% or more deposit to reserve vehicle
 - a. This deposit may be due very soon. Prices are subject to change unless the deposit is submitted.
6. Create event page to promote bus
 - a. If you use Eventbrite, be prepared to pay extra fees for collecting payments.
7. Take reservations from riders
 - a. *What if people are tentative and can't commit?*
 - b. *What if a second bus is needed?*
8. Collect money from riders (cash/venmo/paypal)

¹ Book seats or create new routes here:

4/15 - rallybus.net/tax-day-march

4/15 - rallybus.net/Tax-March-Satellites

4/22 - rallybus.net/march-for-science/

4/29 - rallybus.net/peoples-climate-march

Create your own trip:

<https://rallybus.net/create>

- a. Be prepared for appropriate IRS documentation if you are collecting the money.
 - b. Be prepared to offer refunds for cancellations.
 - c. Be prepared to create a new separate bank account.
9. Review logistics with operator/driver
 - a. *Will there be multiple pickups? How complicated is the itinerary?*
10. Communicate any itinerary changes to group
 - a. Be prepared to keep an updated website for most up-to-date information because email can get lost.
11. Collect additional money for parking + driver tip
 - a. *Will there be hotel costs? **Will there be hotels booked in the DC area for drivers to rest while they are waiting at the rally?*** (not all bus operators abide by labor laws and take care of their drivers)
12. Arrange for parking at destination
 - a. Bus parking is more expensive than car parking. *Did the bus company procure permits?*
13. Pay bus company
 - a. Be prepared for extra costs (ie, unforeseeable driver overtime)
14. Provide continual customer service for riders: transfers, refunds, emails, etc.
15. Get bus driver info
 - a. *Are they experienced? What's their driver record like?*
16. Train driver on trip
 - a. Make sure to do this personally so that nothing is lost in communication.
17. Wait for bus on day-of without any visibility
 - a. Call dispatcher asking where bus is
 - b. If the bus is late, *how will you know if they're lost or stuck in traffic?* Drivers cannot pick up calls while the vehicle is in motion.
 - c. *Is the driver well rested (hotels provided for driver during rally)? Or is the bus company in violation of labor laws?*
18. Load bus using outdated list
 - a. *What's the latest headcount? Who canceled or joined last-minute?*
19. Perform headcounts
 - a. *Who's missing?*
 - i. Contact those who are missing; receive calls from people running late or lost
20. Enjoy the ride!
21. Be dropped off
22. Coordinate return times and pickup locations
23. Try to find bus at end of event
 - a. Call driver; not picking up because they are driving
 - b. Call dispatch again
24. Perform bus load in reverse
25. Try to sleep on way home!

Hello! I'm [Siheun](#), Cofounder of Rally, a crowdpowered bus company.

We help **provide buses, logistics support and technology** to help make your rally and march as successful as possible.

Join me at any or all of the upcoming information sessions to learn about Rally and ask questions:

8:30 PM ET on Tues 3/28 and Thurs 3/30
10 AM ET on Wed 3/29 and Fri 3/31

Web conference link; or just dial in using the conference call number:

<https://join.me/rallybus.net>

646-307-1990

Code 803-404-843

Rally prices include all incidental and related costs. For example:

- Zero-risk bookings
 - No charge until trip is confirmed
 - 100% refund policy until 3 weeks prior to event (
- Multiple drivers' gratuity
- DC permits
- Bus parking in DC
- Tolls & incidentals
- Driver meals
- Driver hotels in DC and Driver shuttling to and from parking lot
- Credit card processing fees
- Customer service
 - Transfers, refunds, adjustments
 - Questions answered via chat, email, social
 - 24/7 automated phone support
- Ground staff at large Rally Points
- Ground staff at the DC parking lot for directing riders to and from the March
 - Service vehicles and on-site mechanic support for bus issues at the DC parking lot
- National network of bus operators for roadside assistance
- Technology
 - Rider, driver, bus captain apps (Android and Apple)
 - GPS tracking
 - Live passenger manifest
 - Ability to send push notifications or mass text messages

Video interviews on Rally:

[Wall Street Journal](#)

[CNBC](#)

Articles on Rally:

[Inc Magazine](#)

[TechCrunch](#)

[Forbes](#)

[Chicago Tribune](#) -Women's March

[Mic](#) - Women's March