



ADVOCACY TOOLKIT: **WABA WOMEN & BICYCLES**

Women Bike Webinar: April 2, 2014





Women Bike aims to change the face of bicycling by getting more women on bikes and participating as riders, advocates and leaders to create strong communities and celebrate the joy of riding a bike.

www.bikeleague.org/womenbike



facebook.com/womenbike



[@womenbike](https://twitter.com/womenbike)



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\$1,000 WOMEN'S FORUM SPONSOR



WOMEN & BICYCLES TOOLKIT

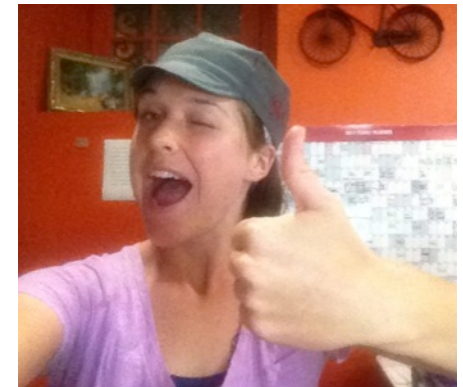
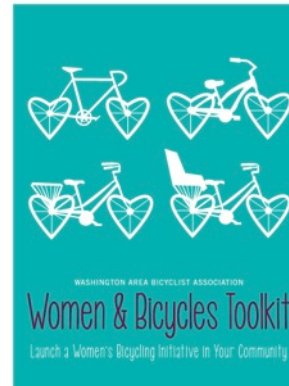
A BEHIND THE SCENES LOOK



WOMEN & BICYCLES
WASHINGTON AREA BICYCLIST ASSOCIATION

OBJECTIVES

1. Tell our story
2. Describe the nuts and bolts
3. Share struggles and successes
4. Make recommendations



CREDIT WHERE CREDIT'S DUE



#BIKEDC



WOMEN & BICYCLES SUCCESS STORY

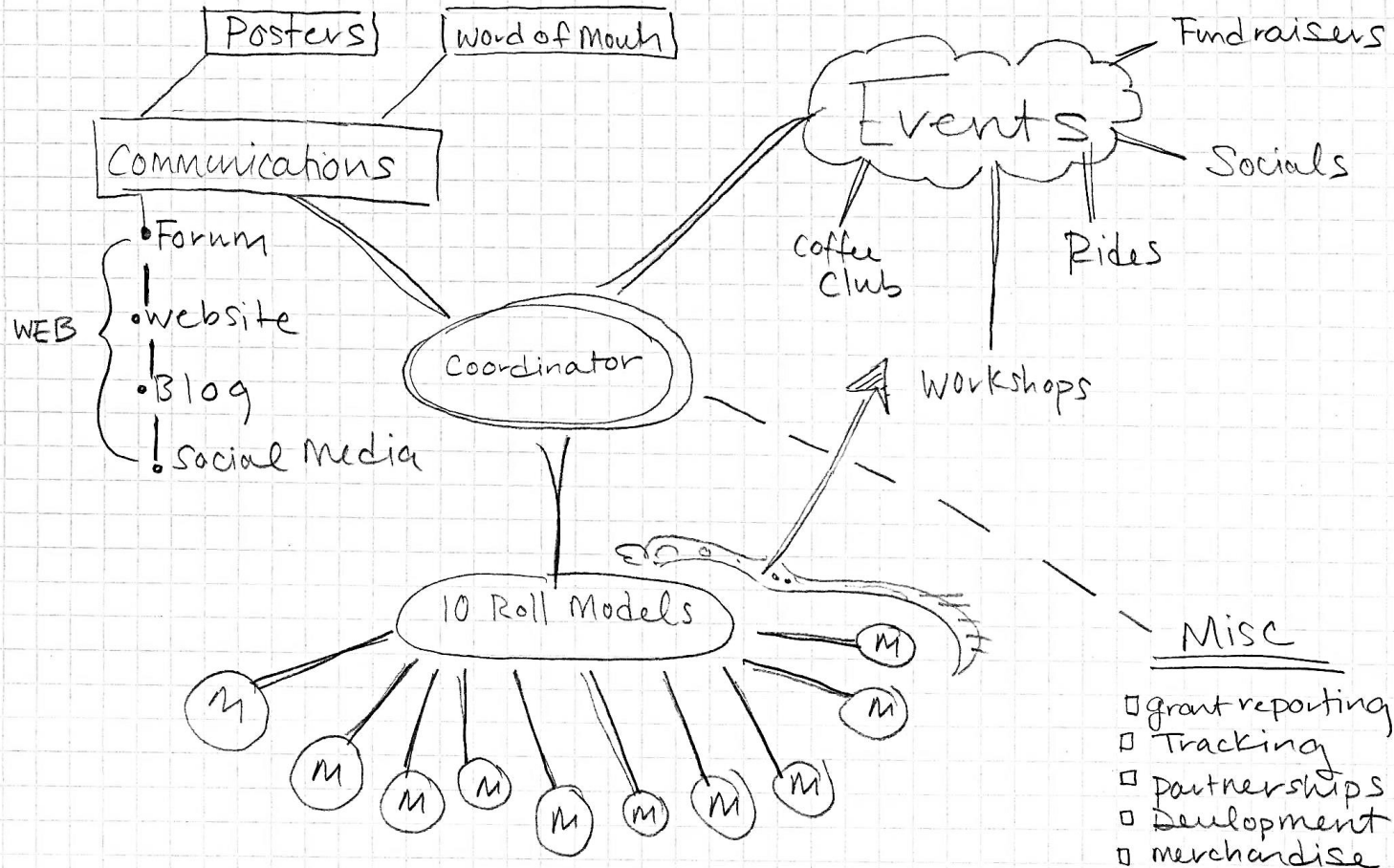
TIMELINE

- Conversations
- Forum
- Pilot program
- Planning
- Fundraising
- Implementation

... over three years.



HOW DOES IT WORK?



Crucial!: Women & Bicycles Supporters

- promotion
- ideas & Brainstorming
- event support
- Fundraising

CULTURE OF SKILLSHARING

- Laid-back
- Friendly
- Familiar
- Informative

Well coordinated



HOW THE MENTORSHIP COMPONENT WORKS

From the Roll Model perspective

- Recruitment
- Expectations
- Training
- Coordination

From the Mentee perspective

- Invitation
- Meetup
- Workbook
- Next steps

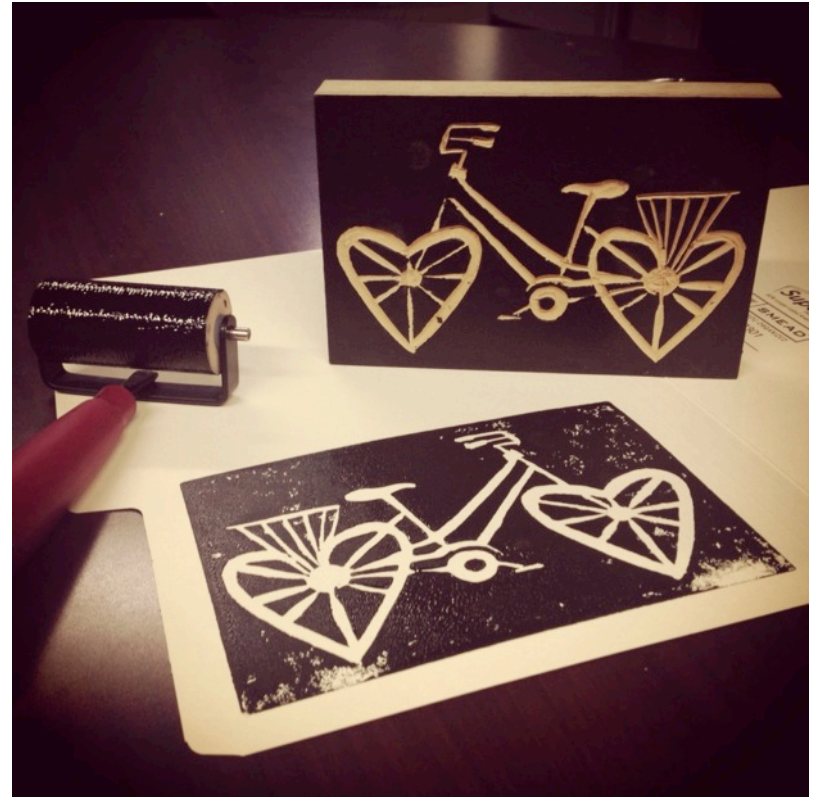
OUTCOMES:

- Mentee bikes every day, or we never hear back from them again. It completely varies, and that's OK.



STRUGGLES

- Branding
- Research
- The language of gender
- Event scheduling
- Attendee turnout
- Seasonal participation
- Documentation
- Working outside the bike world
- Educational materials
- Fundraising
- Effective mentorship
- DIVERSITY



SUCCESSSES

- Innovative , effective, affordable model
- Community
- Meetups
- Content
- Culture
- Affirmation



RECOMMENDATIONS

Approach A: Coordinator

- Program identity
- Promotion
- Partnerships
- Forum/panel/think tank
- Facebook
- Weekly social event
- Monthly workshop/ride
- Fundraising
- Merch with a purpose
- Formal mentorship tracking system

Approach B: Committee

- Program identity
- Promotion
- Forum/panel/think tank
- Facebook
- Monthly social event
- Roll Model workshops

Approach C: Pioneer

- Program identity
- Forum/panel/think tank
- Facebook
- Monthly social event

THANK YOU

PLEASE SEND QUESTIONS TO NELLE@WABA.ORG

Women Bike

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Questions? Ideas?
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WABA Women & Bicycles Mother's Day Ride
Photo by Maggie Smith