

Tips on starting CWA chapter: the Stevens Point experience

The first Cycling Without Age event in Stevens Point was on 14 Sept, 2017 at the Aging and Disability Resource Center of Portage County where older adults and facility staff experienced trishaw rides. By March 2018, CWA Stevens Point had raised \$30,000 to purchase 3 trishaws. Passengers started receiving rides in June 2018.



Starting a Cycling Without Age chapter in your community can seem like a daunting task. Here are some tips from our own experience.

1. Become an official organization
 - a. CWA Stevens Point is a non-profit fund through our local Community Foundation. Non-profit status is often required for grants. Alternatively, explore whether existing non-profits in your community would enable your CWA chapter to be a distinct program within their structure.
 - b. Build a Board of Directors from key community stakeholders with personal or professional ties to older adult service agencies.
 - c. Develop partnerships with individuals and organizations who can provide essential resources such as skills (marketing, legal), services (website hosting), funding, connections.
2. Raise awareness
 - a. Borrow a trishaw and hold a hands-on event. People need to see and ride a trishaw to understand why this program is so important.
 - b. Create a website and a social media presence.
 - c. Do presentations to community organizations to raise awareness.
 - d. Tell your story with photos, videos, and testimonials.
3. Seek funding
 - a. Identify and work with large funding partners first. It is much easier to leverage funding once a sizeable donation is in place.
 - b. Create a business plan. Many funders expect this and once completed the text is useful for grant writing, press releases, and general communications.
 - c. More CWA fundraising tips: <http://cyclingwithoutage.org/fundraising-examples/>

Other useful resources:

How To Get Started: <http://cyclingwithoutage.org/start/>

Cycling Without Age Five Step Guide: <https://www.changex.org/ie/cyclingwithoutage/guide>