

2022 Spring Membership Drive



Thank you for pedaling us to progress on meeting SVBC's ambitious goal of adding 400 new members during Bike Month! With your help we can grow the bike movement throughout Silicon Valley.

Here's your Membership Drive How-To Guide:

1. Let SVBC know you are participating in the [Membership Drive here](#).
2. Make a list of names, emails, and social media handles of friends and family who live in Silicon Valley (or beyond) but are not yet members of SVBC.
3. Promote the Friends & Family discount membership (\$20) using these email templates & social media posts on your social media channels. *Of course, feel free to customize to suit your own voice and audience. Adding photos of you during bike month is a sure strategy to increase engagement.*
4. Each week SVBC's Development Team will encourage you with stats on how close we are to meeting our goal and reminders to send your emails and social media posts.
5. SVBC will host a special Volunteer Party for all drive recruiters. Small prizes will be awarded at the end of Bike Month for Drive participants and new members. Stay tuned for details!

Links to Templates:

[Email 1 - Send by May 6th](#)

[Email 2 - Send by May 13th](#)

[Email 3 - Send by May 20th](#)

[Language for Twitter](#)

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Membership Drive Intro Email – Send to Participants by May 1st

Much like a bike, Silicon Valley Bicycle Coalition is people-powered.

Think of riding your favorite bike. Even if it has a motor, it relies on you to pedal and keep it moving forward. The bike does its job, but it can't do it without you.

SVBC relies on you, too. Whether you take the time to volunteer on a weekend, never miss your membership fee, or just read our newsletter, SVBC relies on you to keep pedaling the bike movement forward.

And **with more people, we have more power.** That's where you come in.

This spring, SVBC is holding a membership drive. There are a few ways to participate:

1. **Recruit new members.** See the attached [How-To Guide](#) for social media and email templates that help you share the discounted \$20 membership to your friends and family.
2. **Give the gift of membership.** You can also gift a membership to start someone's journey as a bike advocate. [Gift a membership using this link!](#)

The biggest impact of growing our membership is **greater power to advocate for change.** A large membership base gives SVBC more clout in conversations with elected officials and gets SVBC advocates taken seriously when they demand change or offer support. It also builds a more connected local bike movement.

Most importantly, **the more members you bring in, the more power SVBC has to get work done** in your community!

Lastly, make sure to [sign up as a drive recruiter using this Google Form](#). I will be sending out reminder and weekly stats emails to all who sign up. Plus, all membership drive recruiters will be invited to our invite-only, Volunteer Appreciation Party in the Summer, and will receive a small participation prize.

Please share these details with your local team members and anyone else you think would want to help recruit members.

The membership drive starts...now! Ready, set, recruit!

Email 1 – Send by May 6th

Subject Line: Hi, **[Name]**...Let's ride bikes for Bike Month!

Hi **[Name]**,

How have you been? I hope this spring has got you energized and excited for the year ahead. As you know, I am passionate about biking and I'm writing to let you know that May is Bike Month!

While California is in a state of climate emergency and gas prices have been at an all time high, I still have such hope that people like you and me can make a difference for future generations.

In the past year it's been incredible to see folks from all walks of life finding the joy of everyday biking. We've seen more people than ever hop on two (or three!) wheels and take to local streets and trails. More people are walking and biking to local stores and enjoying slow streets across the Bay.

As a member of the Silicon Valley Bicycle Coalition (SVBC), I am committing to **[ride everyday / x times a week]** this month. [Would you join me in pledging to ride your bike for a few days in the Month of May?](#)

If you pledge before the end of May, SVBC has a special friends and family discount just for you. You will get one free SVBC membership for any donation \$20 or more – that's almost 50% off! (Promo code: BIKEJOY2022)

SVBC is the only nonprofit working up and down the peninsula to fight for a bike-friendly and more connected Silicon Valley. By becoming a member of SVBC you're educating, advocating for, and empowering our neighbors in the fight for safe streets for all.

Thank you for joining in on the bike movement!

[Your Name]



Email 2 - Send by May 13th

Subject Line: Happy Bike Month! Have you pledged to ride in May?

Hi [Name],

Just checking in to see if you read my last email and are pledging to ride your bike during the Month of May.

Every ride counts towards reducing climate pollution, and [Silicon Valley Bicycle Coalition \(SVBC\) would love to know just how many people are choosing to replace a car trip or two with a bike ride this month.](#) Please join me as I commit to **ride everyday / x times a week** this month.

Lastly, as I mentioned in my last email...**Don't miss out on SVBC's discount membership this month. Use the promo code BIKEJOY2022 to join the bike coalition for almost 50% off.**

Thank you for keeping the bike movement strong across Silicon Valley!

[Your Name]

Email 3 – Send by May 20th

Subject: Wanna go to the Bike Bash on Friday, 5/27?

Hi **[Name]**,

I hope you're having a great Bike Month so far and that you've been able to take advantage of the [Silicon Valley Bicycle Coalition's Friends and Family discount membership opportunity that ends on May 31st](#) (Promo code: BIKEJOY2022).

We're capping off Bike Month with 2 Bike Bashes at Sports Basement on Friday, May 27th. Enjoy FREE food, beverages, bicycle valet, and merriment with your fellow bike enthusiasts at the Redwood City and Sunnyvale stores. More details below.

Hope to see you there!

[Your Name]

Bike Bash! San Mateo County

Join us for one last party before the end of Bike Month!



Date & Time

Fri, May 27, 2022
5 – 7 PM

Location

Sports Basement
202 Walnut St
Redwood City, CA 94063



Bike Bash! Santa Clara County

Join us for one last party before the end of Bike Month!



Date & Time

Fri, May 27, 2022
5 – 7 PM

Location

Sports Basement
1177 Kern Ave,
Sunnyvale, CA 94085



Language for Twitter

- Spring has sprung and the bike lane is calling your name! Celebrate Bike to Wherever Day by riding to your favorite spot and picking up a free swag bag on the way! #BTWD <https://bikesiliconvalley.org/p2r> Use code BIKEJOY2022 for free membership with any donation of \$20 or more!
- [Organization Name] is proud to celebrate Bike to Wherever Day! Join us by pledging to ride at <https://bikesiliconvalley.org/p2r> SVBC has a special friends and family discount during May. Use code BIKEJOY2022 for free membership with any donation of \$20 or more! #BTWD
- Need a happy, healthy way to get from A to B? Try your bike! Join us by pledging to ride at <https://bikesiliconvalley.org/p2r> SVBC has a special friends and family discount during May. Use code BIKEJOY2022 for free membership with any donation of \$20 or more! #BTWD
- Ready for Bike to Wherever Day? Pledge to ride your bike in May to get clued in to fun #BTWD activities, classes, programs, and more! Join us by pledging to ride at <https://bikesiliconvalley.org/p2r> Use code BIKEJOY2022 for free membership with any donation of \$20 or more!
- Let's ride together and celebrate the simple joy of riding bikes! Pledge to ride and you'll stay up to date on #BTWD classes, activities, and more: <https://bikesiliconvalley.org/p2r> Use code BIKEJOY2022 for free membership with any donation of \$20 or more!

Language for Instagram/Facebook/NextDoor

Please remember to tag SVBC on your by adding @BikeSiliconValley to your posts!

- Explore your neighborhood by bike! Pledge to ride with Silicon Valley Bicycle Coalition to stay up to date on fun and free Bike Month activities. If you pledge before the end of May, SVBC has a special friends and family discount just for you. You will get one free SVBC membership for any donation \$20 or more – that's almost 50% off! Use code BIKEJOY2022 at checkout. #BTWD <https://bikesiliconvalley.org/p2r>

- Need a happy, healthy way to get from A to B? Try your bike! Pledge to ride your bike with Silicon Valley Bicycle Coalition this May and join the Bike to Wherever Day #BTWD fun! Also, if you pledge before the end of May, SVBC has a special friends and family discount just for you. You will get one free SVBC membership for any donation \$20 or more – that’s almost 50% off! Use code BIKEJOY2022 at checkout. <https://bikesiliconvalley.org/p2r>
- May is Bike Month! Join in the celebration by pledging to ride your bike in May. Our partners at Silicon Valley Bicycle Coalition will set you up with #BTWD activities, programs, and classes to keep you riding all month long! In addition, if you pledge before the end of May, SVBC has a special friends and family discount just for you. You will get one free SVBC membership for any donation \$20 or more – that’s almost 50% off! Use code BIKEJOY2022 at checkout. <https://bikesiliconvalley.org/p2r>
- Celebrate the simple joy of riding your bike this May! Start by pledging to ride your bike in the month of May and SVBC will keep you going with programs, classes, challenges, and goodies all Bike Month long. If you pledge before the end of May, SVBC has a special friends and family discount just for you. You will get one free SVBC membership for any donation \$20 or more – that’s almost 50% off! Use code BIKEJOY2022 at checkout. <https://bikesiliconvalley.org/p2r>

Images

Don't have time to add your own images? [You can find images to pair with your social media posts in this folder](#). Please contact lauren@bikesiliconvalley.org if you have any difficulty accessing.



Pledge to ride & become a member today for just \$20!

Join
SVBC

Use code
BIKEJOY2022



SILICON VALLEY
BICYCLE
COALITION

