



Let's Ride! Planning Sheet

The Norwex Let's Ride! Bike-a-thon is a great way to show support for our Mission of improving quality of life by radically reducing chemicals in personal care and cleaning. Just a bit of pre-planning will bring even greater results for individuals and teams. Here are the facts:

When: September 20 – 21, 2013

Where: Several countries all over the world! Join a Consultant-led event or create your own!

How: Just hop on your bike and ride. Share with others about how Norwex is riding all over North America to spread the word about the Race Against Chemicals in the Environment. Invite them to join you—whether it's for half a mile or half a day, the point is to enjoy the ride and raise awareness!

How it helps: When you share the message about reducing chemicals, you are working to help alleviate the problem. It all starts with awareness, and you will be promoting awareness and bringing attention to this issue when you take action against it. Imagine the impact we can make when we all join together! Talk to your friends, your Norwex Consultant and family members, and get a group together today!

Go the extra mile: As you plan your own Let's Ride! Bike-a-thon, tell your friends and family about Clean Up the World. Clean Up the World is a global organization of over 35 million volunteers that inspires and empowers communities to clean up, fix up and conserve their environment. You can ask family members, customers and team members to support Clean Up the World with a small donation.



Other ways you can help:



- Make a donation directly to Clean Up the World. Visit <http://www.CleanuptheWorld.org> to learn more or to donate.

Note: When donating, please enter NW123 in the “Home Phone” field so that we can keep track of the donations made through Let’s Ride!

- Lead a Let’s Ride! Bike-a-thon yourself, or join one that’s already being planned in your area. Ask your Norwex Consultant for details or visit www.norwextrace.com.

- Tell customers, friends and family about Let’s Ride! and invite them to join you.

- Send us a video or photo of your group participating in Let’s Ride!

Use this worksheet to help ensure success.

Set a Goal

- ☐ How many people do you want to reach? _____
- ☐ How much money do you want to help raise? _____

Knowing what your goals are will help you achieve success!

Commit

- ☐ Commit to participate. Sign up at www.norwextrace.com and let us know you will be riding in the Let’s Ride! Bike-a-thon September 20 – 21.

When you commit, others will know you’re serious and be more likely to join in!

Select a Location

- ☐ Paved bike trail
- ☐ Paved walkway around a local pond or lake, or along a river
- ☐ Trails through a local park
- ☐ Around the perimeter of a school or church
- ☐ Around an indoor or outdoor school track
- ☐ At your local gym or community recreation center
- ☐ Or your stationary bike in own your living room!

Select your location in advance so you can tell others when and where to meet. Be sure you have permission from the facility, if it’s required.

Determine the Distance

- ☐ Plan your distance. (Use Google Maps to help estimate your miles if you bike outside.)
- ☐ Commit to your distance and note it on www.norwextrace.com.

Remember, stationary bikes are fine too. If you'll be riding a stationary bike, post how long you will commit to ride on www.norwextrace.com.

Advertise!

- ☐ [Send e-mails](#) to everyone in your address book. Share your passion for reducing chemicals in our environment. Tell them how they can help. Use this [template](#) to help you get started.
- ☐ Share with everyone what they can do:
 1. Donation to Clean Up the World.
 2. Buy R.A.C.E. merchandise. A portion of the proceeds will go to Clean up the World.
 3. Ask your Consultant about purchasing a specific Norwex product to benefit Clean Up the World during September. Click on "[How to Donate at www.norwextrace.com](#)."
- ☐ Download a [R.A.C.E. flyer](#) to give to everyone you know.
- ☐ Send tweets about your event.
- ☐ Mention Let's Ride and share the [flyer](#) at your next Home Party.
- ☐ Wear your Let's Ride! t-shirt and carry your Let's Ride! water bottle during the event, as well as before it to promote awareness. Get order details at www.norwextrace.com/how-you-can-help/how-to-donate



Let's Ride! t-shirts and water bottles will be available for ordering August 16 – September 30, 2013, only—so order yours now. Remember, a portion of the profits from the sale of the Let's Ride! t-shirt and water bottle will go to Clean Up the World!

Send the Message

- ☐ Create a voicemail or answering machine recording that mentions the R.A.C.E., letting callers know how they can join in. They can donate by purchasing merchandise or a product, or by making a direct donation to Clean Up the World. They might even want to join in Let's Ride!
- ☐ Attach the [Let's Ride! logo](#) to your e-mail signature.

Keep the Momentum Going!

- ☐ Post your Let's Ride! video to Facebook and let the world know how much fun you had.
- ☐ Donations that trickle in after the event are still welcome. Ask donors to make their donations directly to cleanuptheworld.org.
- ☐ Other R.A.C.E. events will be taking place soon. For example, Make a Difference Day is scheduled for October 26! What action, little or large, can you take to make the world a more eco-friendly place to live? Check www.norwextrace.com for details!

Questions? Contact Us!

We are here to support you! Just e-mail us at race@norwex.com with any questions.

JOIN THE R.A.C.E. NOW! VISIT WWW.NORWEXRACE.COM TODAY!