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1. INTRODUCTION

We want to support you, your colleagues and your organization to gain all the benefits of riding.

As you know, biking has so many benefits! From being healthier and happier, to being more energized and productive, to taking fewer sick days and being more sustainable.

Businesses have much to gain by encouraging and supporting you and your colleagues to ride. That's why we want to work with your colleagues in HR, sustainability, staff engagement, and employee transportation to provide a comprehensive program of encouragement, including providing a platform to reward and incentivise you and your colleagues to ride.

This promo pack is a tool to help you get more colleagues riding during the Aotearoa Bike Challenge.

2. CHALLENGE OVERVIEW

- It's a fun competition between workplaces to see which can get the most staff to try riding a bike during February
- Individuals only have to ride for ten minutes to go into the draw for prizes and help their organisation climb the leaderboard
- It's all about participation – the organisations with most points for riding and encouraging in February will win (there are seven size categories to ensure a fair contest)
- Spread the Love! Encouragement is at the core of the Aotearoa Bike Challenge and we want people to invite their colleagues, friends and family to take part
- Everyone can join in – it doesn't matter if you ride every day or haven't been on a bike in years (or ever – we've had people learn to ride during a Workplace Challenge before!)
- The Aotearoa Bike Challenge is based on a tried and tested challenge model that has engaged over 400,000 people worldwide, including 105,000 'new riders' (people who haven't ridden a bike or have only ridden a few times in the 12 months prior to registration)

3. CONTENT FOR DIFFERENT AUDIENCES / CHANNELS

Email to colleagues

Subject: Win prizes just for riding a bike!

Dear all,

The Aotearoa Bike Challenge runs throughout February and we'd like to invite you all to take part. It's a fun, free competition where we're competing to see which workplace and departments can get the most staff to try cycling. There are loads of prizes that you can win by riding and encouraging friends and colleagues.

***If you haven't ridden in years, don't worry!** You only have to ride a bike for 10 minutes for your participation to count towards our team's score. Ride anywhere, anytime during the Challenge (doesn't have to be a trip to work!).*

***If you already ride** - you already know how enjoyable riding is and how good it makes you feel. So here's your chance to get your workmates to experience how easy and enjoyable riding can be.*

***Get involved, it only takes 30 seconds to register.** Go to aotearoa.bike, click 'Register' at the top of the page and join our team!*

Give it a go and help us pedal our way to victory!

Register here.

Thanks

Text for EDMs or Newsletters

Subject: Win prizes just for riding a bike!

Cycling can make you happier, healthier and wealthier and it makes our communities cleaner, greener and more liveable. Sign up for the Aotearoa Bike Challenge to join a free, fun and friendly competition to get more people on bikes. It doesn't matter if you ride every day or you haven't been on a bike in years, everyone is invited and you only have to ride a bike for ten minutes to take part.

It only takes 30 seconds to register at aotearoa.bike

We can win amazing prizes for riding and encouraging!

3. SOCIAL MEDIA

Basic rules of thumb for social media:

- Always include your local URL: aotearoa.bike
- Amplify your reach by tagging relevant local feeds with large audiences and don't be shy: direct message influential local feeds and ask them to repost content
- Keep it short and sweet
- For Twitter and Instagram, try using a hashtag where appropriate (e.g. #AotearoaBikeChallenge etc.)

Facebook Posts

- *Join us to get more people on bikes! It's fun, free and you only have to ride for ten minutes to be eligible for amazing prizes! Find out more and register in 30 seconds at aotearoa.bike*
- *Cycling can make you happier, healthier and wealthier – plus it can make NZ cleaner, greener, safer and more liveable. Join us for the Aotearoa Challenge to get more people on bikes and go into the draw for some amazing prizes. Find out more and register in 30 seconds at aotearoa.bike*
- *People who ride to work live longer, save money and enjoy the fitness of someone ten years younger...*

Join the Aotearoa Bike Challenge at aotearoa.bike

Twitter Posts

- *Give the gift of #cycling! > Sign yourself up for the Aotearoa Bike Challenge! aotearoa.bike*
- *Come 🚲 with me and win 🏆 > Register now for the Aotearoa Bike Challenge! aotearoa.bike*
- *The Aotearoa Bike Challenge is your chance to have fun and make a difference > Ride for just 10 min a day to win prizes! Find out more at aotearoa.bike*
- *Let's ride! Join me for the Aotearoa Bike Challenge and we could win some epic prizes on the way! aotearoa.bike*
- *#MondayMotivation > Cycling can make you happier, healthier & wealthier, so join us for The Aotearoa Bike Challenge to get more people on bikes! aotearoa.bike*
- *Got that #FridayFeeling? Celebrate by signing up for the Aotearoa Bike Challenge to get more people on bikes & go into the draw for amazing prizes! aotearoa.bike*

4. ENGAGEMENT IDEAS

Here are some ideas on how to let your colleagues and staff know about the Aotearoa Bike Challenge:

Use content from our promo pack

Get posters, the fact sheet, memes, and more [here!](#)

Reach out to staff

Send the email copy above or post about the challenge in your company newsletter or Facebook or Yammer group.

Talk to people

We recommend having a friendly, no-pressure chat one-on-one to figure out what particular barriers each person faces so that you can help them overcome them. Are they not confident or comfortable? Ride with them and share your knowledge! Do they not have a bike? Get them on bike share or lend them a bike! Do they not know where to ride? Show them your favourite easy riding route or trail! Remember, all they have to do is ride for at least 10 minutes for fun, exercise or to work during the month long Challenge period.

Target Regular Cyclists

Who already rides? These are the first people to talk to about the Challenge and invite to register. The website is a great tool for them to record their cycling and set personal goals.

Work with your fellow regular riders - they'll help you get more people involved.

Announce at staff meetings

Take a laptop, show people the website, prizes, which businesses are competing and get them registered. The more people involved, the more fun it will be, and the better shot you all have at those prizes (and of course the bragging rights!).

Hold an event

Here are some ideas on getting your colleagues together:

- Lunch time rides
- "Try a bike" sessions - 10 minute rides around the car park or local park
- Bike obstacle course
- Friday social ride to a local cafe/restaurant

Get your bosses on board

Ask them to register and help set an example - if they are taking part others will too!