

# Ride to Donate

Raising money for the Watford COVID-19 appeal



**WATFORD**  
BOROUGH  
COUNCIL

## Overview

*“For every ride on a Beryl Bike, £1 will be donated to the Watford Helps COVID-19 charities appeal”*

## Overview

# Watford 'Ride to Donate' campaign

Watford Council and Beryl are raising money for local charities via the "Watford Helps COVID-19 Appeal".

We propose a "Ride to Donate" campaign to raise funds. In this campaign, a donor company, individual or group of companies will pledge to donate to the charity campaign based on a chosen metric (number of Beryl Bike rides or number of kms ridden on a Beryl Bike).

Watford residents will be encouraged to ride for daily exercise and to get to work, and the donor will donate money to the campaign on their behalf.

## **Benefits of the campaign**

## Benefits

### Watford Council

- Support local charities who are delivering frontline services to local citizens by raising fund from sponsor.
- Raise awareness of the **Watford Helps COVID-19 appeal** and encourage further donations from local business and the public.
- Encourage uptake of Beryl Bikes by new users and more frequent use by existing users, building a habit of taking a bike.
- Encourage active travel as lockdown eases to avoid people taking the car.

# Benefits

## Beryl

- Introduce Beryl Bikes to new users in Watford
- Encourage existing users to ride more often and build up a habit of cycling.
- Encourage Beryl customers to share with their own networks.
- Raise awareness generally of the bike share scheme.
- Support for local communities and charities
- Generate great customer stories and show how cycling can benefit Watford.

## Benefits

## Donor

- Support local frontline charities via the Watford Helps COVID Appeal
- Support the local community by encouraging active, cleaner travel
- Reach a new audience via Beryl and Watford Council's communication channels.
- Show true support for active travel for employees, especially as offices reopen and public transport is limited
- Get involved in a positive and fun campaign

## Benefits

### Local charities

- Receive much needed funds to continue their work on the frontline of the COVID-19 crisis in Watford.
- Get support from Beryl to help employees and staff use Beryl Bikes.
- Gain visibility for the work they do and well-deserved recognition for the hard work they do.

# Mechanism

# Mechanism

## How it works

1. Donor agrees to donate a set amount per ride taken or per km ridden on Beryl Bikes
2. Start and end dates are defined for the campaign. We recommend 2 weeks to give time to build momentum.
3. The campaign will be communicated to all Beryl users in Watford, and we'll work together on a communication campaign to reach as many users as possible
4. A campaign report showing how much progress towards the target will be shared on a daily basis, and more in depth report will be shared at the end of the campaign.

## Mechanism: Donation breakdown

### Rides or km?

Donations can be based per ride or per KM completed, and can be capped to reach an upper limit.

The numbers on the following pages give an indication of what the breakdown for donations could look like depending on the total donation target and what is realistic based on current numbers for the scheme. These numbers are a guideline and the exact mechanism can be decided together with the donor.

Beryl can give an indication based on current ridership of what is achievable. The weather and bank holidays influence the ridership so we recommend aiming for a target that is somewhere in top-middle range of current ridership.

## Mechanism: Per ride

# Donation per ride

Example breakdown of donations per ride

	Donation per ride	
	Campaign over 2 weeks	Rides to complete challenge
<b>Total donation amount</b>		
<b>£10,000</b>	£2	5,000
<b>£25,000</b>	£5	5,000
<b>£50,000</b>	£10	5,000
<b>£75,000</b>	£15	5,000
<b>£100,000</b>	£20	5,000

## Mechanism: Per KM

# Donation per KM

Example breakdown of donations per KM

	Donation per km	
	Campaign over 2 weeks	KM to complete challenge
<b>Total donation amount</b>		
<b>£10,000</b>	£0.35	28571
<b>£25,000</b>	£0.75	33333
<b>£50,000</b>	£1.50	33333
<b>£75,000</b>	£2.50	30000
<b>£100,000</b>	£3.00	33333

# Promotion and communication

## Promotion and comms

### The campaign can draw on comms channels from various partners:

- Beryl
- Watford Council
- Sponsor
- Local charities being supported by the campaign
- Local users looking to support their community
- Local organisations interested in promoting cycling/exercise/active travel

# Messaging

## 'Ride to donate'

**Support local Watford charities on the frontline by riding a Beryl Bike. Every ride means £XX donated to local charities. In partnership with DONOR name and Watford Council.**

Secondary messages:

- Importance of active travel
- Getting active, going out for exercise
- Supporting the community, Watford pulling together to help
- Clean, green and healthy workplaces

# Beryl Promotions and prizes

The 'Ride to Donate' campaign will coincide with Beryl's wider **#BetterByBike campaign**, encouraging more people to cycle for journeys as we come out of lockdown.

**#BetterByBike** will include promotions for discounted Minute Bundles. This means riders will be able to participate in the 'Ride to Donate' Campaign at a lower price than normal.

Beryl will also contribute prizes throughout the campaign, in categories such as:

- Best photo or video shared on social
- Most number of rides during the campaign
- Further distance cycled during the campaign

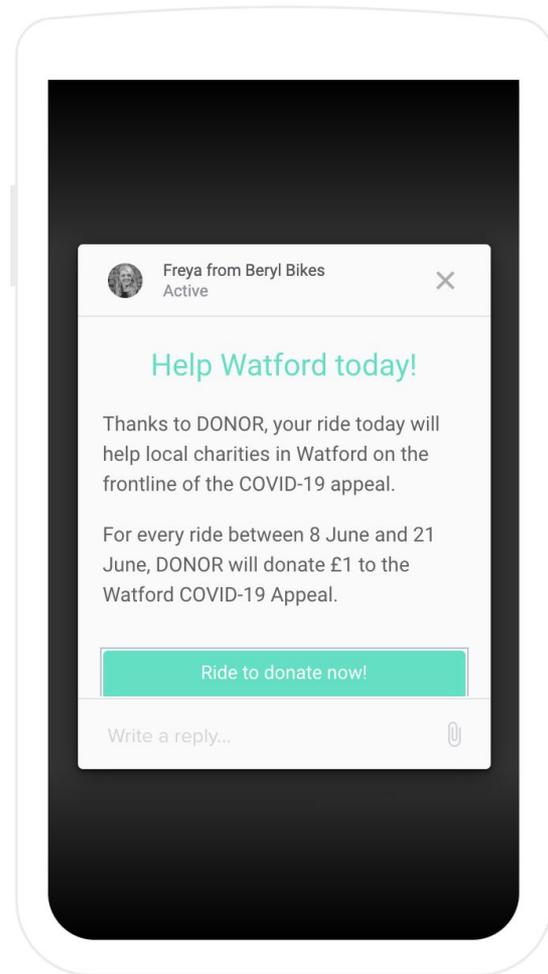
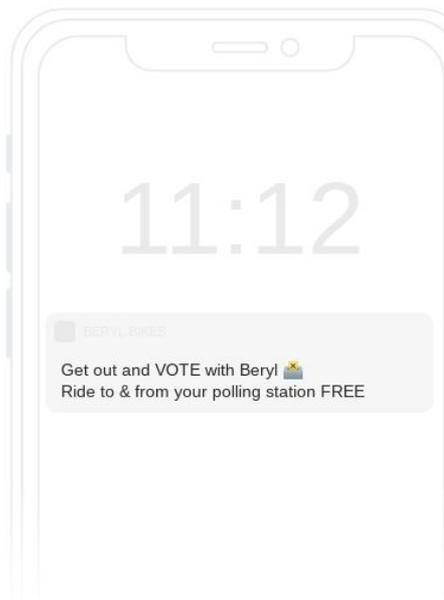
# In-app communication

## Push notification

Alerts users to the campaign and encourages them to participate.

## In-app message

A message that appears to all users explaining that their ride is doing good! Highlights the donor and can include logos, emoji etc.



# Email

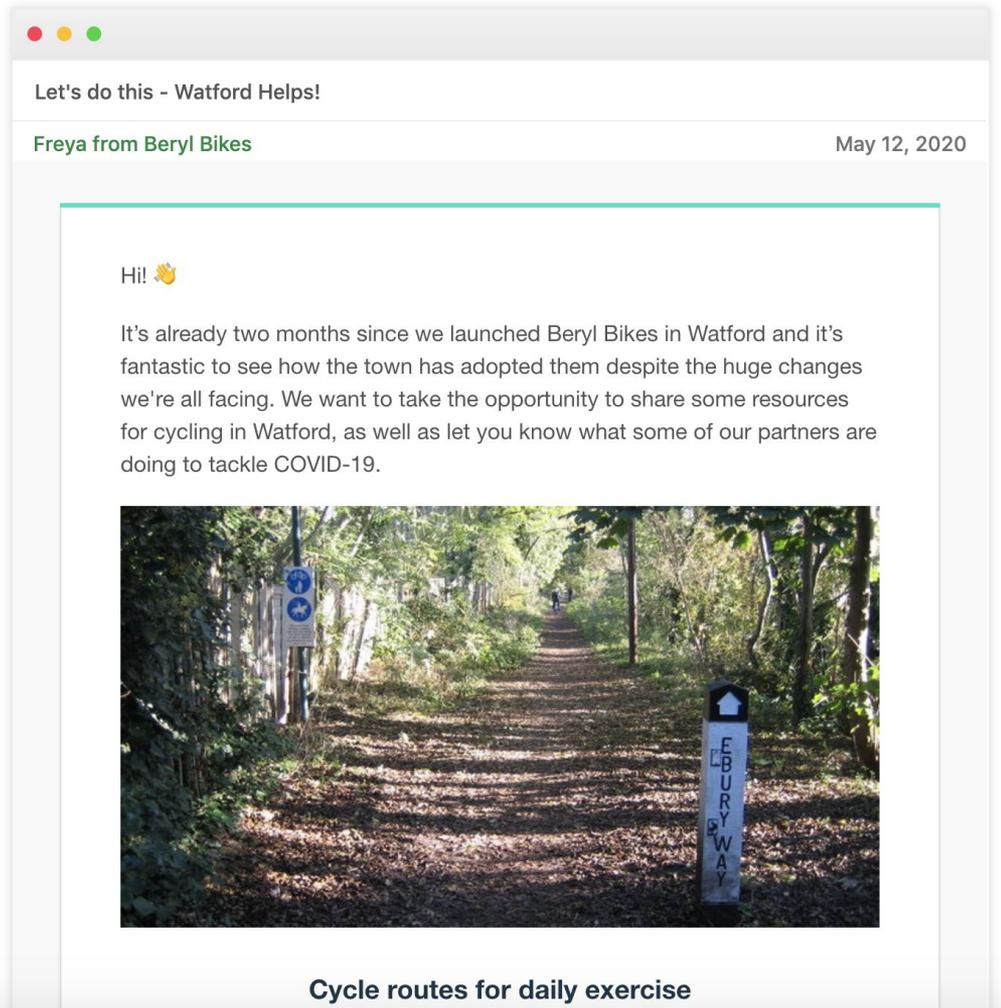
Users opted into marketing in Watford can be contacted by email with details of the campaign.

Currently ~2500 users in Watford with marketing opt-in.

Previous email newsletter stats:

- **40% open rate**
- **9% CTR**

Email can be used to highlight the donor and share updates on progress towards the target.

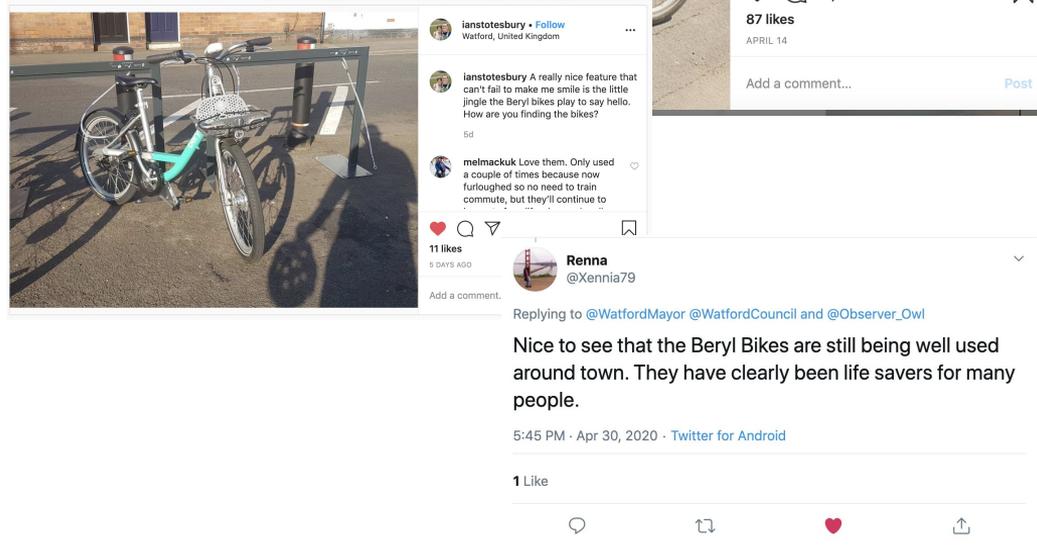


# Social

**Organic social** - sharing details of promo, resharing photos/videos from users, creating easy content for partners to share

Opportunity to run a UGC campaign alongside the 'Ride to donate' mechanism.

- Users share photos of their journey with a hashtag and tagging Beryl and the donor
- Entered into a draw to win prizes/lights/minute bundles/swag. Or judged for best photo



# Content

## Beryl Blog

- Outlining details of the campaign
- Suggesting good routes to ride on in and around Watford (this was particularly popular in our last newsletter.)

## Partner blogs

Content can also be created for partner blogs and cross promo.

## Beryl help centre

Campaign information, frequently asked questions etc

The screenshot shows the Beryl website's blog section. At the top, the Beryl logo is on the left, and navigation links for 'Shop Lights', 'Bike Share', 'Our Purpose', 'Community', and a shopping cart icon are on the right. The main content area features a large hero image of a woman with a Beryl bike in a modern building lobby. To the right of the image is the article title 'Keeping the wheels moving' with a subtitle 'How we're helping key workers travel' and a 'Read more' link. Below the hero image are three filter tabs: 'All' (selected), 'Locations', and 'Themes'. A grid of three article thumbnails is displayed below the filters. Each thumbnail has a 'BIKE SHARE' or 'GUIDE' label in a white pill-shaped box. The first thumbnail shows a Beryl bike parked on a sidewalk with a 'Wallisdown Road closure' caption. The second shows a woman riding a Beryl bike with a 'Back on your bike?' caption. The third shows a Beryl bike parked with a 'Beryl Bikes and COVID-19' caption.

Shop Lights   Bike Share   Our Purpose   Community   GBP ▾

## Keeping the wheels moving

How we're helping key workers travel

Read more →

All | Locations | Themes

**BIKE SHARE**

Wallisdown Road closure

Avoid traffic during major works on Wallisdown Road

**GUIDE**

Back on your bike?

What you've missed while were out the saddle

**GUIDE**

Beryl Bikes and COVID-19

Using Beryl Bikes safely during the COVID-19 pandemic

# PR

This is a great opportunity to generate positive news stories in local media.

- Ask a local celebrity/ambassador/influencer to get involved by riding the bikes
- Story spotlight on some of the charities that are being supported by the COVID-19 appeal funds



# Events

**DEPENDENT ON RESTRICTIONS**, as part of the campaign we may be able to hold events to support the campaign.

- Hold an event in Watford town centre to tell people about the bikes.
- Organise a led ride with Watford Cycle Hub on the bikes.
- Arrange demo sessions or training sessions for the bike with local organisations including for the charities being supported, employees of the donor company.



# Prizes

We can use data from our systems to identify “winners’ in different categories to encourage users to ride and share:

- Highest number of total rides by a user over the campaign
- Longest single ride by km
- Furthest riding total by km

We can also encourage users to get involved with other prizes:

- Best photo shared on social
- Best video shared on social



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