

# The Bike Month Challenge

LOVE TO RIDE

## Introduction to your Promo Pack!

Welcome the Team Captain Promo Pack!

This pack is your go-to for all information relating to the Bike Month Challenge.

It's full of images and even pre-written messages to help you get your Team pumped about riding.

Everything in here is ready to roll the moment you are. That way you can save plenty of time and energy for the important bit, riding your bike!

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## Short Messages

These short and sweet messages are perfect to share using the 'Message your Team' feature on your Love to Ride Team page. Or you could send them via Messenger or text to people who haven't registered yet! Fill in your Team's name or rider position when you see '[Team name ]'. Then just copy, paste, and send. Easy!

### To people who haven't registered

Hi, I've registered for the Bike Month Challenge! It's a bike riding challenge all about riding out with a Team, getting more people on their bikes and having an amazing time. I've started a Team called [Team name]. Register for free at [lovetoride.net](http://lovetoride.net) and choose my Team from the drop-down menu. We can win amazing prizes just for riding our bikes, so let's get our Team ready to roll!

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Want to win prizes just for riding your bike? I've registered for the Bike Month Challenge (running through May), and I've set up a Team called [Team name]. Register now at [lovetoride.net](http://lovetoride.net) and choose my Team from the list and you're all set!

With you on board, we'll be riding up the leaderboard in no time!

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Hey! Did you know that you could win prizes for riding a bike as a Team this May? All you have to do is head over to [lovetoride.net](http://lovetoride.net), form your own Team, and invite people to ride with you! Teams are entered into a pool, and we all compete to ride to the top of the leaderboard. I've got my Team ready to ride! There's a new bike worth \$1,500 up for grabs!

### **To your Team before the challenge starts**

Hey Team,

The Bike Month Challenge begins soon! But you don't need to wait until then to hop in the saddle. Why not get in some practice rides so that we can speed off the starting line in style?

Remember, you can earn big points for encouraging others, so reach out to more people to get them involved. We got this!

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Hey Team – are we ready to ride in pursuit of the top spot? We can earn BIG points by encouraging others, so let's spread the love of riding and get more people on their bikes and forming Teams.

New riders can register at [lovetoride.net](http://lovetoride.net) and add you as their encourager when they log a ride in the challenge.

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Hey Team,

A quick reminder of all the essentials for the Bike Month Challenge:

- Log your rides on your profile to earn points
- Points are awarded for every day and mile you ride
- There are big points available for encouraging someone else
- More points = more prizes entries and we ride up the leaderboards
- Any kind of bike ride counts
- You're all the BEST! 🙌

## **To your Team during the challenge**

And we're off! The Bike Month Challenge has begun, so remember to head out on your bikes and log your rides.

We got this!

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Team – we're [x position] on the leaderboard! Let's keep this momentum going by logging as many rides as we can. That top spot is ours!

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You're all riding like total champions! Remember that we can earn serious points if we encourage other people to join in. Quick - message your aunties, uncles, nieces, nephews, besties, frenemies and neighbors and let's get them sharing in our love of riding. 🤗

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Go, [Team name]! Have you seen where we are in the leaderboards? There's no stopping us! Keep logging those rides and we'll be total gold-getters 🏆

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Need some help to keep those wheels spinning? There are loads of tips articles and Quick Courses in the 'Learn' area on love to Ride. A simple piece of knowledge could be all it takes to get you riding with confidence. We got this, [Team name]!

## **Towards the end of the challenge**

And as they approach the finish line, it's [Team name] out in the lead! Keep pushing those pedals and logging those rides and let's finish the Bike Month Challenge in style 😎

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Hey team, we're in [x position] but it's not over yet! Can you swap one more car trip for a bike ride? Or have you got time for a quick ride around the block? Let's sprint to the finish!

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It's a photo finish! The challenge is drawing to a close and it's one tight race. If you have any rides to log, make sure you log them so they can count towards our points. The winners will be announced soon!

## Social Media Posts

Sharing on social is super simple for the Bike Month Challenge. Simply copy and paste the text below – there are even images ready to roll too.

Want to share your own images? Do that too, people love seeing local landmarks and faces.

Jump to:

[Helpful tips](#)

[Instagram and Facebook posts](#)

[Twitter posts](#)

### Helpful social media tips

Love to Ride's main channels are Facebook ([facebook.com/lovetoride.net](https://facebook.com/lovetoride.net)), Instagram ([@lovetorideglobal](https://@lovetorideglobal)) and Twitter ([@LovetoRide\\_](https://@LovetoRide_)). Please follow us and tag us so we can stay up to date and share your stories!

Here are some of our top social media tips:

- Always include the URL [lovetoride.net/](https://lovetoride.net/) and remember to localise the URL for your site e.g., [lovetoride.net/florida](https://lovetoride.net/florida)
- Always use an image or video. We have provided some for you, but also feel free to make your own
- 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 your content
- Keep it short and sweet with some emojis 🍷
- For Twitter and Instagram, always use the hashtag #BikeMonthChallenge and #LovetoRideGlobal. Where appropriate you can use another hashtag too, e.g., #MondayMotivation #FromWhereIRide #OutsidersFree etc.
- Tag your Teammates so they can like and share your posts and get involved in your Bike Month Challenge promo!
- Add pictures of you and your Team into the social overlay templates. We've added some example pictures below to show you how they could look.

The next few pages have social media posts **ready for you to copy and paste.**

## Facebook and Instagram Posts

### Before the challenge



⚡ I've just registered for the #BikeMonthChallenge – want to join my Team? Throughout May, me and my Team will be riding in a Team pools challenge in pursuit of the top spot (and prizes!). It doesn't matter if you're a pedal-pushing pro or a riding rookie, everyone is welcome on Team [Team name]. Register at [lovetoride.net](http://lovetoride.net) and select my Team from the list. Let's ride!

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I've just registered and formed a Team for the #BikeMonthChallenge – the social Teams riding challenge. Register now at [lovetoride.net](http://lovetoride.net) and create a Team to ride against us!

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Want to know how to win a bike worth \$1,500? Register for the #BikeMonthChallenge and create a Team! Throughout May, you'll compete against other Teams in the pursuit of points and prizes. Register now at [lovetoride.net](http://lovetoride.net)

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How competitive do you think you are? 🏆 Why not find out by joining my Team for the #BikeMonthChallenge! Register at [lovetoride.net](http://lovetoride.net) and choose my Team, [Team name], from the list. Think we can top our pool and earn a podium position? I know we can!

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Want your own personal set of bike-riding cheerleaders? Join my Team, [Team name], for the Bike Month Challenge and we'll ride our way to glory (and incredible prizes)!

Not only will my Team support you, Love to Ride will too. There are loads of helpful tips, tricks and Quick Courses available to help you ride like a total winner!

Register now at [lovetoride.net](http://lovetoride.net)

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Are you new to bike riding? 🚲 Or has it been ages since you hopped in the saddle?

During the #BikeMonthChallenge (running through May) you will earn DOUBLE points for your Team! Register at [lovetoride.net](http://lovetoride.net), create a Team and ride!

## During the challenge



📣 Gimme a T, gimme an E, gimme an A, gimme an M! Gooooo...TEAM!

📣 [Team name] is off the starting line and we're riding our way up the leaderboard in the #BikeMonthChallenge.

You can still take part and win prizes too - register now at [lovetoride.net](http://lovetoride.net)

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My Team is in [x] position in the #BikeMonthChallenge! We've got our eyes on the prize, do you dare to take us on?

Register at [lovetoride.net](http://lovetoride.net) and make your Team now.

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Big shout out to my Team who is riding like total pros in the #BikeMonthChallenge! Look at where we are in the leaderboard 🏆

That top spot will be ours!

[Or insert a screenshot of the leaderboard!]

**...and for Twitter:**

**Before the challenge**



🤪 I'm helping more people than ever before to ride bikes by inviting them to join my Team, [Team name], for the #BikeMonthChallenge!

Want to join my Team? Register at [lovetoride.net](http://lovetoride.net) and select [Team name] from the list.

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The #BikeMonthChallenge is coming! I've created my Team, have you? Let's get more people riding bikes than ever before 🧑🏻🚲  
Register at [lovetoride.net](https://lovetoride.net)

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⚡🚲 Biking's better done together! I've registered for the #BikeMonthChallenge and created a Team. Are you a new rider but you want to compete? Awesome! You earn DOUBLE points! Join the friendly and social competition at [lovetoride.net](https://lovetoride.net)

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My Team, [Team name], is ready to roll in the #BikeMonthChallenge! 🚲 Want to join the friendly competition? Register now at [lovetoride.net](https://lovetoride.net), form a Team and invite others to join you. Want a top tip? Encourage a new rider to join your Team and they earn double points!

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Pedals turned = points earned = prize entries! 🏆  
It doesn't matter if you're a pedal pushing pro or a riding rookie, everyone can take part in the #BikeMonthChallenge and win prizes. Let's ride together this May! Register for free at [lovetoride.net](https://lovetoride.net)

## During the challenge



The #BikeMonthChallenge has begun! My Team, [Team name], has flown off the starting line and we're going for gold!

📣 Gooooo TEAM!

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Big shout out to my Team, [Team name], who are riding like total pros in the #BikeMonthChallenge! We're in [x position] on the leaderboard and we won't stop until we get to the top 🏆

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Team, you're absolutely crushing it! Not only have we reached [x position] on the leaderboard but we've earned TONS of prize entries. Keep it up, you riding legends 🏆 and lets finish this thing in style!

## What is a Team Captain?

If you form a Team for the Bike Month Challenge, you are your Team Captain. You get to name your Team and invite anyone you like to join!

As Team Captain you have an important role to play in keeping your Team motivated and keeping their eyes on the prize...victory!

## What is the Bike Month Challenge?

The Bike Month Challenge is a fantastic way to engage people in a fun and motivating campaign designed to get more people falling in love with riding and choosing to ride more often.

Throughout May, you and your Team will be hopping on your bikes, competing against other Teams in your pool and riding towards a podium position. It doesn't matter if you're all together, miles away or occasionally meeting up, any rides you do, together or apart, count.

The Bike Month Challenge isn't about how fit you are or how far you ride – smiles come before miles! The aim of the challenge is to get more people riding. Therefore, the best way to earn BIG points is by encouraging someone. If someone new to Love to Ride, gets involved and names you as their encourager you could earn up to...drum roll please...100 points!

Want to know another way you can turn encouragement into points? By inviting someone new to riding to join your Team, they'll earn double points for every mile and day they ride. Pretty sweet, huh?

With all those encouragement points heading your way, you'll be flying up the leaderboard. Plus, the more points you have, the more entries you'll earn into the prize drawings where you could win anything from amazing riding gear to a bike worth \$1,500!

To help your riders get those wheels turning, Love to Ride will be sharing helpful tips, tricks and tools in our emails, and on our site. In combination with badges, goals, rider high-fives and your motivational messages, your Team will be unstoppable!

Here are all the essentials that you need to know:

- **The Bike Month Challenge is for everyone** – from pedal-pushing pros to riding rookies, we encourage everyone to take part
- **Riders will compete in Teams with a Captain** – once registered, riders will create or join Teams of up to ten people, whether that be friends, family, your best friend's window cleaner, or someone you just met on a bike ride
- **Teams will compete in pools** – each pool is composed of ten Teams that are randomly selected but similar to your Team's riding level (no chance of accidentally riding against a Team of pros if you're a biking beginner!)
- **Earn points by riding and encouraging others** – Teams will collect as many points as they can to ride up the leaderboard in their pool
- **New riders will earn DOUBLE points** – Teams are incentivized to recruit beginner riders and share their love of biking with a newbie
- **There are amazing prizes to be won** – individuals are entered into prize drawings where they could win anything from riding gear to a new bike worth \$1,500

- **The Bike Month Challenge is based on Love to Ride’s tried and tested behavior change model** – we’ve engaged over 625,000 people worldwide, including over 146,000 new riders, to hop on their bikes and ride

## How does the scoring work?

Riding points	1 mile = 1 point
	1 day = 10 points
Encourager points	1 existing rider = 50 points
	1 new rider = 100 points
New rider points	1 mile = 2 points
	1 day = 20 points

Teams will compete against the other Teams in their pool to earn the most points and climb the leaderboards.

Points are added to an individual’s total AND their Team’s tally.

The Teams that top their pools will earn an exclusive badge and every rider’s points will also act as entries into the individual prizes draws.

Points are earned for every mile and day ridden and every person encouraged.

New riders will earn **DOUBLE** points for every mile and day they ride!

Every ride counts – the store, to work, around the park, or an off-road adventure.

Every person who logs a ride is automatically entered into the prize draw. The more rides they log, the more entries they gain.

1 point = 1 prize entry - more points equal more chances to win!