



Honor Ride 2025

Team Toolkit

Thank you for registering for the 2025 Easterseals Redwood Honor Ride! This event raises awareness and funds for our Military & Veteran Services (MVS) program, THE resource for our region's military, veterans, and families. **In the Honor Ride 2025 toolkit, you will find all the information you need to create a team, spread the word, and stay on track for the big event!**

Here's how your support makes a difference in the lives of local veterans in our community:

- \$60 is a "Got your six" investment in coaching a veteran on their needs and goals as they transition from military to civilian life
- \$100 is an investment in emergency assistance (utilities, fuel, groceries) for a veteran
- \$250 invests in job coaching for TWO veterans
- \$500 is an investment in one week of educational training for a veteran
- \$1,000 invests in the Easterseals MVS Resource Line for one week

Because of YOUR support, we are able to carry out our mission of taking care of our tri-state military, veterans and their families.

Did You Know?

All calls to the 2-1-1 United Way veteran's hotline go directly to Easterseals Redwood.

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Start Your Team

How to Register your team!

1. Select the "Register" option.
2. Select your registration type.
3. Select "Join or Start a Team"
4. Select "Start a New Team"
5. Complete your team name and goal.
6. Complete your individual goal.
 - a. *Your individual goal will go towards your team goal.
 - b. Please note, if your company is a sponsor, you will receive a discount code for one complimentary registration.
7. Select "Complete Registration" at the end of the registration process, you will be asked to create an account.
8. Once you create your account, click the blue "My Fundraising Dashboard" button to personalize your page:
 - a. Add a profile picture of yourself so people can find you. Scroll over the circular image to upload a photo.
 - b. Edit your team profile and personal page using the gear in the top right corner.
 - c. Create an email to send and share our social media posts to spread the word!



Rally Your Team!

Send a fundraising email and invite people to join your team:

In your company/organization:

- Ask senior leadership to give their support – is there someone they'd like to honor with an Honor Ribbon?
- Create a fundraising challenge between departments
- Find your company's biking enthusiasts
- Veterans & active military (honor them with an Honor Ribbon!)
- Tie in with existing wellness and social good initiatives

In your social network:

- Post on your social media
- Family, friends and neighbors
- Exercise groups and gyms
- Clubs or affiliations like ROTC, Masons, etc.
- Collegiate network or alumni groups
- Service groups and church – this is a FAMILY Friendly event, all are welcome!

Best Practices for Company Team Building:

- Have FUN!
- Share the mission and why you support it – it's hard to say no once people realize the impact their dollars can make in the lives of veterans right here in our community.

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Social Media Toolkit!

Social Media Sample Posts & Links:

- **Share the Honor Ride Promo Video**

Caption: Veterans returning home should have our complete and undivided support. Yet every day, local vets struggle to find the help they need. I want to change that, so I have a team riding at the Easterseals Redwood Honor Ride supporting local veterans this August. The Military & Veterans Services team is committed to helping EVERY veteran, and Honor Ride helps make that possible. Join me in helping vets right here in our community by giving to my team today or start your own at HonorYourVet.Net. #HonorRide25

- **Share LeRon's Story Video**

Caption: Marine Corps veteran LeRon went from struggling with PTSD, addiction, and housing instability to becoming a peer mentor who guides other veterans through their darkest moments. Easterseals Redwood turns no veteran away, regardless of discharge status. Watch this video about how Easterseals Redwood helped Leron get back on his feet and turned his life around. You can help local vets by donating to my Honor Ride team [HERE](#) [Team page URL]. #HonorRide25

- **Share Your Story!**

Caption: [This is where you can talk about why you ride! Is there a vet in your life you want to honor? Maybe you're a vet looking to give back? Tell your story here!] You can help local vets by donating to my Honor Ride team [HERE](#) [Team page URL]. #HonorRide25

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Stay on Course!

Suggested Timeline & Checklist

May:

- Set up your team and start recruiting:
 - Profile Photo
 - Set Fundraising Goal
 - Invite your network
 - Announce you are riding in the Honor Ride on social media
- Share Honor Ride Promo Video on Memorial Day on social media (May 31)

JUNE:

- Recruit your Team
- Ask for Support by sharing LeRon's Video
- Share your Progress
- Thank your Supporters and share who you're riding for!

JULY

- Share Honor Ride Promo Video around the 4th of July
- Post – Share the Honor Ribbon video in mid/late July

August:

- Honor Ride is two weeks away - share Your story
- Honor Ride is one week away - last call!
- Today is the Day! Share photos, videos and remember to use hashtags!