



new york
jewish
environmental
bike ride
2009

RIDE GUIDE

NY Ride: Sept 4–7, 2009 FUNDRAISING DEADLINE: Oct 31, 2009



Your guide to a great experience!

- **Learn about Hazon** page 4
- **What to Expect on the Ride** page 8
- **How to Fundraise for the Ride** page 12
- **How to Train for the Ride** page 20



Welcome!

The Hazon Ride is a memorable experience.
This guide will help you get the most out of it.



For us, the **New York Jewish Environmental Bike Ride** has been a powerful event, physically and emotionally. We hope that you will feel the same way when we are all sitting together in Manhattan on Monday afternoon, September 7th. The Ride has a powerful track record in educating, motivating and inspiring its participants to make changes in their lives and in their communities.

The Hazon Ride and other Hazon programs have the power to rally the Jewish community to make sustainability an integral part of what it means to be Jewish. The money you raise goes to support Hazon and that of our partner organizations that share our goals.

We hope this Ride Guide will help you learn more about Hazon, what to expect on the Ride and provide more information about training and fundraising for the Ride. Everyone who participates in the Ride is a valuable member of our community and contributes to our warm welcoming atmosphere. You can begin to meet your Hazon community through our training rides throughout spring and summer. If you are a team captain we encourage you to gather your team members throughout the summer for social events and rides to strengthen the team and support each other. Summer rides are open to everyone and are a great way to introduce new people to the Hazon community.

The Steering Committee and Hazon Staff are here to help you in any way they can—before, during and after the Ride. If you have questions or concerns about ANYTHING related to the Ride, please be in touch with any of us.

Jenny Eisenberg
CO-CHAIRS NY RIDE

Michael Hopkins

NY Ride: Sept 4–7, 2009

Fundraising Deadline: Oct 31, 2009

Starting Location & Retreat:

Camp Kinder Ring, Hopewell Junction, NY

Ending Location: NYC

Questions, comments and concerns, call 212-644-2332

Nancy Lipsey

Director of Jewish Outdoor Adventures

nancy@hazon.org

David Rendsburg

Assoc. Director of Outdoor Adventures

david@hazon.org

Jenny Eisenberg

Ride Co-Chair

jenny@hazon.org

Michael Hopkins

Ride Co-Chair

michael@hazon.org

Hazon Office

45 West 36th Street, 8th Floor

New York, NY 10018

Phone: 212-644-2332

Fax: 212-868-7933

www.hazon.org



The Ride is carbon neutral — we buy offsets so that there is no net CO2 emissions caused by the Ride.

www.newyorkride.org

Let's Get Started!

Here's what to do right now.



1. SPREAD THE WORD

The Hazon Ride depends on word-of-mouth, so invite your friends and mention the Ride to people who you think might enjoy it. It's a great way to get in shape, meet new people and spend quality time with family and friends. If you know anyone who is thinking of joining us, now is the time to sign-up. Send out an email telling people about your participation in the Ride and inviting people to join you. Mention it on list serves you belong to. We have postcards to hand out and posters you can hang up at your office, school or synagogue. Call the Hazon office and let us know how many you need.

[See page 8 to learn about the Ride.](#)



2. START YOUR FUNDRAISING

The sooner you start the easier the process will be. Many people will be thrilled to learn about and support you in this inspiring endeavor. They might even be inspired to join you on the NY Ride. Included in this packet are materials to help you with your fundraising. Additionally, we will be regularly updating the fundraising section of the website. Please share your tips and personal success stories with us. We are happy to coach you on this important part of the Ride.

[See page 12 for the Fundraising Guide.](#)



3. START YOUR TRAINING

Set your goal and start training now! Aim to be able to ride at least 75% of the distance you are planning on doing on the Ride. Read our training tips in this guide to help you prepare. To help, Hazon runs training rides on Wednesday and Sundays starting in May. You can check the website for a schedule — we'll also send you weekly email updates. Look for announcements of bike maintenance clinics and other sessions to help familiarize yourself with your bike. And consider joining a team — it's a great way to get motivated and have fun while training. Check out the Hazon site for a list of teams.

[See page 20 for the Training Guide](#)

CONTENTS

ABOUT HAZON

4

6 Hazon Programs

6 2008 Ride Beneficiaries

THE RIDE

8

9 Weekend Overview

10 The Shabbat Retreat

10 The Bike Ride

FUNDRAISING GUIDE

12

13 Who Should I Ask?

14 Using Kintera

15 What to Say

15 Fundraising Minimums

16 Sample Letters

19 Fundraising Ideas

TRAINING GUIDE

20

21 Planning Your Training Program

23 Hazon Training Rides

23 Training Log

24 Cycling Nutrition

26 Cycling Tips

27 How to Buy a New Bike

or Customize Your Old One



HAZON

■ Learn About the Leading Jewish Environmental Organization



Hazon combines Judaism and environmentalism — Nigel Savage, Founder of Hazon (center) recites a blessing with other participants at the NY Ride.

The New York Jewish Environmental Bike Ride is the keystone program for Hazon, the leading Jewish environmental organization in North America. Hazon's work is at the forefront of helping the Jewish community to learn about environmental issues and to make a difference. When you support Hazon, you're supporting local organic farms in the U.S., helping to build peace through environmentalism in Israel and the Middle East, and supporting some of the most innovative and impactful programs in the Jewish community.



Our mission is to create a healthier and more sustainable Jewish community and a healthier and more sustainable world for all.

Participating in the NY Ride is not only an opportunity to improve your own health, but a chance to channel your Jewish values toward healing the health of the environment as well. You'll learn about sustainable food issues and what Hazon and our partner organizations are doing to build a more sustainable planet.

Through your fundraising, you have the opportunity not only to raise money for Hazon and our partners, but also to let friends and family members know that you care about these issues – and invite them to do likewise.

Since 2000, our Jewish Environmental Bike Rides have raised over \$2.5 million to support a wide range of environmental education, awareness, advocacy projects in the U.S., Israel and elsewhere. We've been at the forefront of a new Jewish food movement — addressing the issue of what and how we eat as a key tool for changing ourselves and improving the world. Learn more about Hazon's programs on the following pages.

How We Started

In 2000, we cycled more than 3,000 miles across the U.S. to raise awareness about environmental degradation and climate change. People asked “Why should Jewish people care about the environment?” Today, increasingly, they ask “Why aren't we doing more?”

The common denominators of Hazon's projects are that:

- We are framing Jewish life in radical new ways.
- We are strongly committed to an inclusive and multi-generational community.
- All of our programs involve strong elements of volunteer engagement and leadership development.
- We enable people to move forward in their lives with a renewed commitment to Jewish life.

The Hazon Staff



Nigel Savage
Executive Director
nigel@hazon.org



Cheryl Cook
Chief Operating Officer
cheryl@hazon.org



Nancy Lipsey
Director of Outdoor Jewish Adventures
nancy@hazon.org



David Rendsburg
Coordinator of Outdoor Jewish Adventures
david@hazon.org



Daniel Bloom
Program Associate
daniel@hazon.org

The Steering Committee

In the spirit of inclusion, the NY Ride is organized by a group of volunteers called the Steering Committee. The Steering Committee plans every aspect of the ride, including recruitment, the route, training rides, teams, programming at the weekend, and all logistics of the ride. If you are interested in helping with any aspect of planning, let us know — we would be thrilled to have you on board!



2008 Ride Committee: **BACK ROW:** Michael Hopkins [Co-Chair], Meira Katz, Tashia Amstislavski, Alexandra Kuperman, Gil Kulick, Ian Hertmark, Charlie Paradise, Dan Kestin, Daniel Bloom [Hazon Staff], David Rendsburg [Hazon Staff], Marc Melzer, Nancy Lipsey [Hazon Staff] **CENTER ROW:** Anna Ostrovsky, David Hoffman, Daniel Haies, Mark Lipsy, Jessica Saragovi, Belinda Lasky, Michael Vilarello, Cheryl Cook, [Hazon Staff] **FRONT ROW:** John Feinberg, Jenny Eisenberg [Co-Chair], Jamie Beran, Josh Frankel, Rachel Berger, Jennifer Schoenfeld, Evan Joblin, Howard Levy **NOT PICTURED:** Eytan Kurshan, Ian Zackrocki, Andrea Newman, Sarah Rose.

Hazon's Programs

Jewish Outdoor Adventures

Hazon is getting people on bikes and outside on the trail. We are helping people to think differently about how Jewish values relate to the environment and translate to transportation alternatives. Our Jewish Outdoor Adventure programs connect participants to cutting-edge Jewish environmental projects and communities in the U.S. and Israel.



NY Jewish Environmental Bike Ride

The NY Ride held annually over Labor Day weekend is an example of the kind of Jewish community many of us want to live in — one that is inclusive of participants of all religious backgrounds and ages (our riders typically span six decades and three generations) and one that emphasizes the value of tzedakah (justice), physical challenge and connection to the world around us.

Arava Institute Hazon Israel Ride

The Israel Ride is an incredible opportunity for you to experience the beauty of Israel from the saddle of a bike. The Israel Ride takes you across the majestic landscape — with riding routes of 200 to 300 miles — over five days. Participants experience the changing scenery from the hills of the Jerusalem forest to the descent into the Negev. Participants enjoy a magical Shabbat in Mitzpeh Ramon and have the opportunity to visit the Arava Institute on Kibbutz Keturah.

Torah Trek

Led by Rabbi Mike Commins, Torah Trek explores the connection between inner and outer geography, between the journey into the wilderness and the path of the soul. Through learning and discussion, with laughter and song, our programs offer unique adventures combining outdoor activities such as skiing, hiking, kayaking and spiritual reflection.



Public Education & Advocacy

Hazon partners with many cycling organizations in New York to provide our community members with the tools to be safe cyclists. Hazon is a strong advocate for alternative transportation, respect for cyclists, and cyclists' rights. We have launched a new initiative on the Upper West Side in New York City to help create a sustainable neighborhood with livable streets. We hope that this project will be a model for the whole country.

2009 Ride Beneficiaries

Isabella Freedman/Adamah Fellowship

The mission of the Isabella Freedman Retreat Center is to cultivate a spiritually vibrant, socially-progressive and environmentally-conscious Jewish community. ADAMAH, a 3 and 6 month farming and Jewish learning fellowship program for 20-somethings, is the spark that makes this happen.

www.isabellafreedman.org/adamah

The 2008 New York Ride raised nearly \$300,000, which was disbursed to 10 different organizations in the United States and in Israel.

The Arava Institute for Environmental Studies (Israel)

The Arava Institute is the premier environmental teaching and research program in the Middle East, preparing future Arab and Jewish leaders to cooperatively solve the region's environmental challenges and to create a sustainable future for the region's human and natural resources.

www.arava.org

The Jewish Farm School

The Jewish Farm School is an educational organization comprised of farmers, builders, educators and writers. Their mission is to practice and promote sustainable agriculture in order to cultivate just food systems rooted in Jewish traditions.

www.jewishfarmschool.org

Jews, Food & Contemporary Issues

Hazon stands at the forefront of a new Jewish food movement, leading Jews to think more broadly and deeply about their own food choices. Hazon uses food as a platform to create innovative Jewish educational programs — to touch people's lives directly, to strengthen Jewish institutions, and in the broadest sense to create healthier richer and more sustainable Jewish communities.

Tuv Ha'Aretz is the only Jewish Community Supported Agriculture (CSA) program in North America. Hazon's 32 Tuv Ha'Aretz sites put the purchasing power of Jewish families behind local, sustainable farms. Participants pay a fee to the farmer and receive a share of produce from the farm during the growing season.



The annual **Hazon Food Conference** brings together participants from Tuv Ha'Aretz and our partner institutions, as well as educators, food lovers, farmers, home gardeners, chefs, and community organizers to explore the intersections of Jewish tradition and contemporary food issues.

Min Ha'Aretz is a family-education curriculum for school children and their parents on Jews, food and contemporary life. The curriculum works with families tackling issues of kashrut, cooking, brachot and composting. It will expand and integrate all of these issues into the

new realm of family education. Hazon's Blog "**The Jew and the Carrot**" at www.JCarrot.org serves as a front page for all of Hazon's food work, bringing the discussions between Jewish farmers, day school educators, food enthusiasts, chefs, and families to far reaching corners of the Jewish community.



The Teva Learning Center

The Teva Learning Center, North America's foremost Jewish Environmental Education Institute, is a non-denominational educational service for participants from throughout the Jewish community. Working with Jewish day schools, congregational schools, synagogues, camps and youth groups, Teva's programs touch the lives of 2,000 participants annually.

<http://tevalearningcenter.org>

Mini Grants Awarded by a committee of Ride alumni.

Kayam Farm at the Pearlstone Retreat Center to establish a summer fellowship for farmer educators who work on the farm, and for the CSA for the Baltimore Jewish community.

Camp Na'aleh to expand its organic vegetable and herb garden with a linked curriculum addressing environmental and food issues through progressive Jewish values

Green Zionist Alliance to grow the influence of GZA in the US with a particular view towards the World Zionist Congress, 1 year away.

Table to Table for Project Leket, an education program about Jewish attitudes towards charity, volunteerism and agriculture in Israel, and rescuing agricultural produce for needy Israelis.

Uri l'Tzedek to launch Tav HaYosher, the Ethical Seal, at New York City restaurants to get them to commit to worker's rights, Federal, State, and local laws, as well as Jewish law and values.

Shalom Center is dedicated to inspiring the Jewish community to action on issues of peace and justice for the planet.

THE RIDE

■ What to Expect on your Amazing Weekend Ride



Challenge yourself and ride farther than you ever have with the support of a welcoming, energetic Jewish community and inspiring landscape.

Hazon's New York Jewish Environment Bike Ride is an amazing three-day adventure that attracts people of all ages, all levels of cycling abilities, and all levels of Judaism. What binds everyone together is a common spirit of wanting to make the world a better place. A feeling of respect for each other and caring for the environment permeates this special weekend. The Ride is unique in that participants are engaged in social change — by training for the ride and by becoming more aware of issues related to food production — participants emerge from the weekend with a renewed sense of awareness, accomplishment and optimism. We invite you to join us!

Weekend Overview *A full schedule of all activities will be distributed at the Ride.*

Friday Arrival at Camp Kinder Ring in the afternoon before Shabbat, orientation dinner, optional prayer services, and keynote address.

Saturday Breakfast, optional prayer services, lectures, programs, swimming in lake and pool, yoga, hikes and other activities. Group lunch and dinner in the dining hall. Mandatory safety briefing at night.

Sunday First day of riding: Choose from 30, 55, 85 or 100 miles. Return to Camp Kinder Ring.

Monday Second day of riding: 50 miles to New York City. Closing ceremony. Ends at 5 pm.

Community

We strive to make the community at the ride very welcoming and many participants find themselves talking with all different types of people.

The Ride community is very diverse. Participant ages range from under 10 to over 80. We have families, solo travelers, students and singles. Most of our participants are from the greater New York area, but groups come from Boston, Philadelphia, Washington DC, and as far away as North Carolina, Texas and California.

The group is religiously diverse as well. Most participants are Jewish, but a few are not. Every major Jewish movement is represented, as well as those who are not affiliated with any movement at all. While there are cultural, religious, and age differences, all participants feel welcome.

Getting to the Ride

We will organize coach buses from New Jersey, Brooklyn and the Upper West Side. For a small fee, you can join the group heading up on Friday morning. Additionally, you have the option of taking Metro North to Beacon, NY. Last year, two participants rode from the station to Camp Kinder Ring. We can also help connect you to people who might be driving to Camp. We strive to have as few cars on the road as possible, which is why we encourage you to use our buses. If you must drive, we cannot be responsible for getting your car to Manhattan unless it is needed and used as part of the crew plan.

If you live in another community on the East Coast we would be thrilled to arrange a bus for 15 or more participants from a particular area to come the Ride together.

Camp Kinder Ring

We will spend three nights at Camp Kinder Ring, located in Hopewell Junction, NY. Camp Kinder Ring is a Workman's Circle camp, so be prepared to see signs in Yiddish and English! The camp is very large, and can hold up to 630 people, although we expect around over 300 for the Ride. Activities will mainly be held in one part of the camp, so most activities and housing will be close together.

Accommodations vary, but include; motel-style rooms, private cabins and bungalows, and traditional camp bunks. If you are coming with family, you will be in your own room with beds for everyone. We try to only use the bottom bunks, and under-fill the bunks so everyone will be comfortable. Over the summer you will receive a logistics form asking your housing preferences, and we will do our best to place people in the appropriate room types, with families, or with similar roommates (i.e. 20-somethings together).

Weather

Expect temperatures in the 80s during the day and in the 40s at night. It may be cold in the morning at the start of the ride, so be prepared to dress in layers that you can shed clothing as the day warms up.

CYCLING GEAR CHECKLIST

- 1 or 2 or more Cycling Jerseys
- 1 or 2 or more Cycling Shorts
- 2 pairs of Cycling Socks
- Shoes (with clips)
- Bandana or Head Sweat
- Arm Warmers
- Leg Warmer
- Cycling Gloves
- Helmet (mandatory)
- Helmet Mirror
- Sunglasses
- Sunscreen/Chapstick
- Water Bottle

OPTIONAL

- Energy Drink
- Your Favorite Snacks / Energy Bars
- Pump
- 2 Spare Tubes (the right size)
- Tools (e.g. multi-tool, Allen keys, tire lever)
- Saddle pack or small knapsack
- Cue Sheet Holder
(will be available for purchase)
- Cyclocomputer
- Identification / Insurance Card



The NY Ride attracts all level riders, from beginners to more experienced cyclists, such as Ian Zakrocki, who are glad to answer your questions, provide encouragement, and share their enthusiasm for the sport.

The Shabbat Retreat



Shabbat on the Ride is a time to learn, celebrate, and relax. Throughout the retreat, we offer various optional sessions which focus on environmental issues and the work of Hazon and our partners. We also offer various hikes, short bike rides, swimming, and yoga. While we encourage you to attend many sessions, be sure to leave yourself time to relax at the camp and enjoy the lake.

On Friday night, we come together for orientation in the late afternoon, then light candles to bring in Shabbat. On Shabbat, we offer many prayer and non-prayer options, including musical services, a separate-seating service, hiking, and yoga. Group meals in the dining hall are festive, often with lots

of singing and are arranged to facilitate people meeting each other. Shabbat ends with a Havdalah service, where we transition from the Day of Rest to the Bike Ride. On Saturday night we have a mandatory safety and route briefing, where we will prepare everyone for the ride ahead.



Havdalah service to end Shabbat is a group activity with singing and dancing.



A variety of prayer services are offered to meet participants' different needs.



Meet people while relaxing by the lake.



Eric Hamerman entertains in the gazebo.

The Bike Ride

The excitement builds to the first day of the Ride. If you haven't been on a ride before, you will be captivated as everyone assembles early Sunday morning to gather at the starting line. A shofar is blown, and we're off!



Mileage Options & Rest Stops

The ride is geared for cyclists of all abilities with four route options on the first day of the Ride: 30, 55, 85, and 100 miles. All of the riding is on roads which are open to traffic, although we go through rural areas and do our best to find quiet roads or roads with wide shoulders for biking. There are rest stops every 15 to 20 miles, with an optional pit stop at the halfway point between rest stops. Each rest stop has bathrooms, shade, food, water, and energy drinks.

Sunday

All routes on Sunday will end at Camp Kinder Ring with a festive celebration. The lake will be calling your name and we encourage you to jump right in. After dinner and our safety briefing, enjoy a camp fire around the lake.



Enjoying the thrill of finishing a day of riding and ready to take a plunge in the lake.

Monday

On Monday, you will be bussed to the starting point, about 30 minutes south of the camp. We have a 45-mile route along the west side of the Hudson River which ends in Manhattan. Almost all of the route is open to traffic, but is a very popular biking route with wide shoulders. We will close with a ceremony in Manhattan around 5 pm. Your friends and family are invited and encourage to join us at the close of the Ride.

Support

We have many people who support you along the route. Riders will be supported by bike mechanics, ambulances and SAG (Support and Gear) vehicles. If at any time you need help, a quick break, or need to get off of your bike you can flag down any of our support team. We have a sweep rider and car which will follow the last rider of each route and will pick up any riders that cannot complete the route. While we hope that everyone will complete the route, we will start sweeping riders in the late afternoon to ensure that everyone finishes in time for dinner.

Crew

The NY Ride would not be possible without the crew. Our crew staffs rest stops, cheers our riders, moves luggage, and prepares the end of the route to welcome the riders. Some crew will be driving the route for most of the day, some will be spending time at rest stops, and others will be working to get the end of the ride ready. We will try to vary the jobs from day to day and accommodate everyone's needs. Our Avodah ("working") crew will be out for large parts of the day at rest stops or on the road and will have plenty of cheering opportunities as well. Our Ruach ("cheering") crew is mainly made up of families, who will cheer the riders at key places on the route and will be working as well.

A Welcoming Community for All Types of People



Families are encouraged as riders and crew. Many teens choose to do the NY Ride as their Bar Mitzvah project.



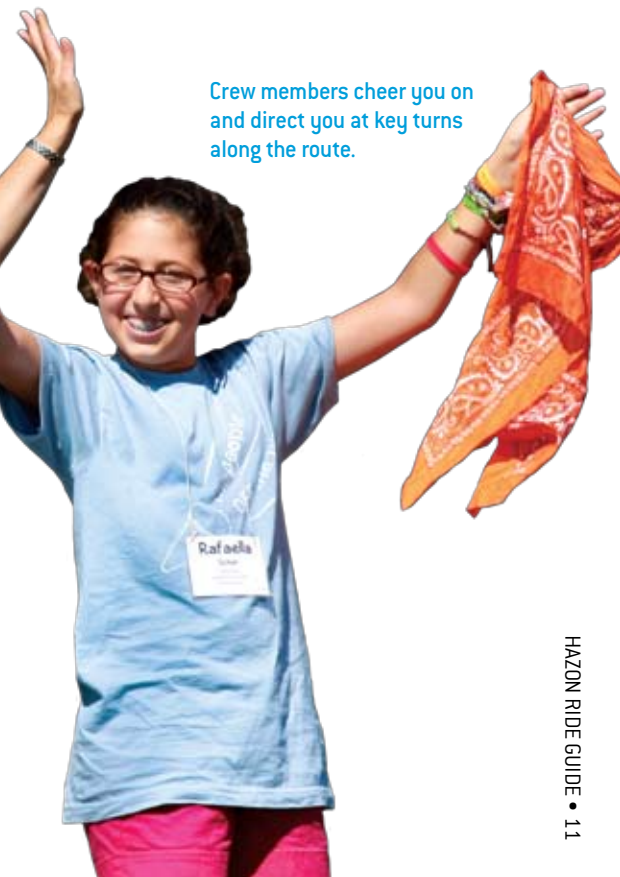
The Ride attracts all types of people, from serious riders to serious foodies. Members of the Jewish Farm School Team relax during a rest stop.



A bike mechanic is on hand to make adjustments and check bikes the night before the Ride starts.



The Ride has many teams you can join to foster a sense of community and train together. This team from North Carolina is headed by Rabbi Eric Solomon.



Crew members cheer you on and direct you at key turns along the route.

FUNDRAISING GUIDE

■ How to Reach Your Fundraising Goal



More than 300 participants collectively raise over \$300,000 for Jewish environmental initiatives in the United States and Israel.

You are fundraising to make environmental sustainability a key priority in the Jewish community, both in the United States and in Israel. Roughly 75% of the proceeds support Hazon's work and 25% goes to support the work of our partners. Fundraising is easier than you think — and this guide makes it even easier. There is no rule as to who to ask, it's all about who you feel comfortable asking. The key though, is asking. If you don't ask, you won't receive. Most people are concerned about the environment and will want to support you in achieving your personal goal — they just need to be given the opportunity — so let them know.

Who Should I Ask?

Reaching a fundraising goal may seem intimidating if you think that you don't know enough people to ask in order to reach it. You probably know more people than you realize. Most people know at least 400 people on a close basis. Many people have networks that extend into the thousands. Consider this list:

Family and Friends

The people closest to you are the most likely to support your efforts. Be sure to include aunts, uncles, cousins and family friends. Don't forget about your old college friends, sorority sisters, youth group connections and old camp friends.

Your Employer

Many employers are eager to encourage their employees to participate in charitable events. In fact, many corporations offer matching funds for the donations you receive from colleagues at work, or even your total donations. Contact your human resources director to see how they can help you.

Colleagues at Work, School, etc

The workplace is a great venue for fundraising. If you work in a large organization you have plenty of options. Get permission from your employer and spread the word to all the departments in your workplace. And remember to include your fundraising goal and a link in your email signature.

Business Contacts and Suppliers

If you are in business, you can approach colleagues, clients, suppliers and even competitors to sponsor you. People of all backgrounds care about building bridges in the Middle East and creating a sustainable world for all.



You have more connections with people than you realize —through family, friends and business.

Your Synagogue

Ask your rabbi, synagogue president, and committees where you can most successfully fundraise within the synagogue. Many shuls have a "Rabbi's Discretionary Fund" so ask your Rabbi to sponsor you. And check to synagogue directory for names of people you can contact.

Clubs, Committees, Alumni Groups and Associations

Bring information with you when you go to sports, recreation clubs or other volunteer work. People admire those who fundraise, especially since you have to Ride for it.

Major Donors

Review this list and highlight the names of the people whom you believe are potential major donors. (someone who might be able to make a donation of \$500 or more). Take him or her out to lunch or dinner to catch and share why this challenge means so much to you.

FUNDRAISING CHECKLIST

Family

- Family & Relatives

Friends

- Alumni Groups
- Sports Clubs/Teams
- Hobby/Interest Groups
- Meetup Groups
- Social Networks
- Facebook, MySpace, LinkedIn
- Children's Playgroups

Religious

- Rabbi/Clergy
- Members of Your Synagogue

Business

- Employer
- Colleagues
- Customers or Clients
- Vendors or Suppliers
- Partners or Affiliates
- Professional Associations
- Social Networks
- Nonprofit Board Members

Professionals You Work With

- Lawyer
- Accountant & Bookkeeper
- Insurance Agent
- Real Estate Broker/Agent
- Banker
- Doctors
- Coaches or Consultants

People You See on a Regular Basis

- Doorman/Super
- Yoga Instructor
- Baby Sitter
- Carpooler
- Dry Cleaner
- Supermarket/Favorite Store
- Hairdresser

Students

- Clubs, Teams
- Events
- Teachers, Advisors /Admin
- Hillel/Other Religious Groups

Using Kintera on Hazon's Website

Hazon uses an online database system called Kintera which allows each rider to set up a personal webpage to collect donations online. You can set your fundraising goal, send out emails and view donation reports. It is easy to use, and we highly recommend you use it.



The Kintera system allows you to fundraise individually and as a team, so have some fun with it.

Accessing Kintera

To access your Kintera page, go to www.hazon.org/nyride and click **Register/Log In** from the right menu. If you have forgotten your password, e-mail nyride@hazon.org and we will send it to you. Use the left menu to navigate to your headquarters.

Build/Edit Your Web Page

- Set your goal (see sidebar on the next page).
- Upload your photo. If you need help, email your photo to david@hazon.org.
- Update the text on your webpage. Personalizing your webpage is an easy thing to do and can lead to increased donations to your webpage. Share your personal reasons for participating in the ride, they might inspire your donors to give you more.

People use at the Participant List to see who is participating in the ride. Your picture and personal story on your web page will inspire others to join us on the NY Ride.

Send Out E-mails

The Kintera system allows you write and send emails as well as track donations and see the progress toward your goal. As you create successful fundraising and thank-you letters, save them and reuse them as templates. This step will save you a lot of time and allow you to distribute your thank you letters in a timely basis. We have developed two sample fundraising e-mails for you to send to your friends and family. You can customize them and add your contact information.

Collecting Donations Online

Donors can make a contribution by credit card online or send a check.

When you register for the Ride you are given the opportunity to set up a personal URL address that you can give to your friends and family when you ask for their support. Donors can also reach you through the Participant List and click on your name to get your personal secure donation page. Kintera accepts Visa, Master Card, AMEX, and Discover. Donors who contribute online will receive an e-mail receipt of their donation. Printed letters are mailed for donations \$250 of higher.

Collecting Donations by Check

Your supporters can also contribute by check which can be mailed directly to the Hazon office. Encourage your donors to print out a copy of the off-line donation form to ensure that you receive the credit for the contribution. Ask your donors to fill out the form and mail it with their check to:

■ Hazon, 45 West 36th Street, 8th Fl.
New York, NY 10018

OR If you prefer, you can collect the checks. Once you receive the form and the check from your sponsor, go to your homepage and enter the amount of the donation: click on **Enter Offline Donation**). You can then mail the check, the Offline Donation form and your confirmation printout to the Hazon office. You can wait until you have a few checks and send them all at once if you like. Please send them in a secure way, such as Fedex or registered mail.

Reports

All participants can view reports showing donations they have received. Returning riders can also view reports from previous years to see who has given and the amounts. View the **Reports** section of your webpage. Take advantage of this tool when contacting these donors

For help with Kintera contact David or Daniel at 212 644 2332 x302 david@hazon.org or daniel@hazon.org

What to Say

Different people are attracted to Hazon for different reasons — to get in shape, to challenge themselves, for the sustainable food issues, to channel their Judaism toward environmental healing. In writing your fundraising letters, the important thing is to connect with your sponsors. Tell them why you are doing the Ride and ask them to support you. Here are some tips.

Be Personal

Make your letter personal and specific to you. Tell your potential funders what the Ride is all about, and tell them why you're so excited to do it. Consider writing personalized letters to different donors to address their specific needs.

Convey Your Enthusiasm

People are inspired by enthusiasm. Talk about the ride. Talk about your training and why you have decided to take on this challenge. Your enthusiasm is contagious — it will encourage your sponsors to be generous in their support.

Share Your Goals

Another way to involve your sponsors is to let them know about your goals. For example, riding your first century (100-mile ride). In your fundraising letters, share your training goals and report on the progress that you're making during the summer. People feel motivated to give when you are working toward a goal. Consider including pictures of you training or on the previous Hazon Rides as a way of demonstrating your commitment to the cause.

Be Specific

Include your fundraising goal, and make it ambitious. Put it in bold! The more you ask for, the more people give. Share what your personal financial commitment will be. People are often inspired to see your personal financial commitment and might even be willing to match it. "In addition to



Everyone does the ride for a different reason. Share your personal story.

training, I am pledging \$500 towards my fundraising goal."

Ask for a specific amount and aim high. Say "Please consider a gift of \$180"—they can choose to do so, or choose to give you more/less.

Make It Easy for Them to Donate

Give simple and specific instructions about how they can sponsor you. Include the link to your personal page and provide instructions for paying by check (see page 14). If you are sending a letter, enclose a self-addressed stamped envelope for people to send you a check.

Thank Your Sponsors

Acknowledge the people who have donated to you. Send out emails thanking people by name which encourages those who have not yet given. If your sponsor writes a company check, acknowledge their business as well.

FUNDRAISING MINIMUMS

The New York Jewish Environmental Bike Ride is a fundraising initiative for Hazon. Toward that end, riders are required to meet the following fundraising minimums:

Adult Rider (31+)	\$1,200
Young Adult Rider (22–30)	\$1,000
Young Rider (12–21)	\$800
Students & Second Family Member	20% lower than first rider

SETTING YOUR GOAL

You have no idea how high you can reach until you ask! You would be surprised at how capable a fundraiser you really are. You will reach your first goal...and when you do, set another one! People make larger donations in response to larger goals. We strongly suggest that you set a target of \$3,600 or above. If we have just one piece of advice that will have the greatest positive impact on your fundraising, it's simply this—pick a higher target, and let everyone know what it is.

HOW TO ASK

So, you know what you want to say but how do you go about doing it? There is no one right way. Find the method that works for you:

- Using Hazon's website.
- Sending out e-mails on your own.
- Mailing printed letters to people you know.
- Asking in person.
- Organizing events.
- Including a link on your Facebook or Linked-In page.
- Writing about the Ride and your training progress on your blog.
- Including a link to your fundraising web page in your e-mail signature.

Sample Letter to Friends and Family

Hi Adam and Rachel

Personalized!

So I'll be participating in Hazon's NY Ride again this year. I really appreciated your donation last year —any chance you'd be willing to sponsor me again? I'm also going to be out in L.A. on July 16-18—will you be around? The 2008 New York Jewish Environmental Bike Ride takes place Labor Day Weekend. It's run by an organization called Hazon, a nonprofit that does great environmental and outdoor education work in the Jewish community. I'll be one of 300+ participants riding to help raise environmental awareness, and to add the Jewish community's voice to calls for environmental responsibility. The monies raised will go to support a wide range of outstanding and innovative programs, here in and in Israel .

If they have supported you before — for this or for something else — remind them, and thank them.

Make sure you add a little something personal so the recipient knows you thought about them. If this is someone you don't communicate with often, give a little update on your life to date. This adds time, but it's totally worth it - if each one takes 5 minutes and you get \$36 each - that's a pretty good hourly rate!

Last year's Ride helped launch CSAs — Community Supported Agriculture projects — in 32 communities across North America. Funds also enabled the ADAMAH program to buy a house for its fellows — ADAMAH brings young Jews out for 3 or 6 months to learn about sustainable agriculture and Jewish spirituality, and the grant made the program possible! (Check out the attached picture of their new goat — being milked for cheese for the first time!) The Ride supports an incredible MA program in Environmental Leadership in Israel that's enabling Israelis, Palestinians, and Jordanians to learn together and in doing so not just make a difference to the environment but help build peace as well.

Include specific information about where the money goes, and why it makes a difference!

Include a photo to make it real.

This year, the Ride will be especially meaningful to me because I'm doing it with my parents for the first time. I'm also planning to do the century — 100 miles in one day, the longest I've ever ridden!

When you tell people your goal, they will have a better sense of how much they should give (and the bigger your goal, the more they will want to give to help you reach it!) In general, people who give can give more.

I would be incredibly grateful if you'd sponsor me — I'm hoping to raise \$5,000 . Would you consider making a donation of \$180 ? Or, if you like — join me as a rider or crew member for the Ride itself (you can register for the ride and read more about the projects it supports at www.hazon.org). To make a donation, please go to my personal page at <http://hazon.kintera.org/nyride/seymorcash> .

Ask for a specific amount (the amount needs to be different for each person you're asking). The word "consider" gives them choice — you can say, "would you consider giving me \$250?" and someone can choose to give you \$100.

If you prefer to donate offline, please make your check out to Hazon and mail to me at 212 Main Street, Brooklyn, NY, 11239 . Please be sure to write my name in the memo section of the check and let me know when you send it so I can keep an eye out! You will get an acknowledgement letter from Hazon for tax purposes.

Make it as easy as possible for people to sponsor you. Use your personal link in an e-mail, or include self addressed stamped envelopes if you are sending a letter. (if you stamp your letters, people will feel bad about wasting the stamp and they'll send you a check!)

Thank you so much!
All my love,

Include your address and provide specific instructions for sending the check.

Seymor

Sample Follow-Up Letter

Howard's Bike Ride Update 1 *40 Miles on Sunday - and \$1,132 to raise*

A quick update on my fundraising bike ride (the ride is only 4 weeks away, so I will only be sending a few updates).

I've been training hard to get in shape for the 120-mile Hazon Environmental Bike Ride on Labor Day Weekend. On Sunday, I rode 40 miles – from Columbus Circle up over the George Washington Bridge, up to the Palisades Interstate Park and then back down the west side of Manhattan over the Brooklyn Bridge to Prospect Heights (the return part was in the rain – I need windshield wipers on my glasses!).

I didn't know much about cycling when I signed up for the ride (I thought it would just be fun), but I'm learning and I appreciate the support I am getting as I train. The ride is to raise money for environmental efforts here and in Israel. My fundraising goal for the ride is \$3,000. So far, I have raised \$1,868 so I have a ways to go. I want to thank those who have given and made pledges up to this point:

- Greg Barber, Greg Barber Company, Environmental Printing
- Victoria Foulke, Victoria Real Estate of Westchester
- Jason Gardner, Jason Gardner Photography
- Debora Kane, LMSW
- Linda & Buddy Levy
- Greg Miller, MarketcomPR
- Jacqueline Ottman, J. Ottman Consulting
- Robert Goldstein, Resnick Druckman Group, Accountants
- Geri Stengel, Stengel Solutions

I still have \$1,132 to raise to reach my fundraising goal for the ride. Will you consider making a donation to Hazon? Any amount will be appreciated by me and by Hazon. You will be supporting a great cause, helping me reach my goal, and getting a tax deduction. (If you usually wait to the end of the year to make your donations, consider contributing now).

You can find out more information and make a donation online at hazon.org and click on Sponsor a Rider in the top center of the homepage.

If you prefer to send a check, please make it out to **Hazon**, and mail to me at:

Howard Levy
36 East 23rd Street, Suite 301
New York, NY 10010

You will get an acknowledgement letter from Hazon for tax purposes.

Thank you so much! I appreciate your support.

Howard Levy
Principal, Red Rooster Group
www.redroostergroup.com

SUBJECT LINE: If you're sending several e-mails, identify which one in the sequence this is since people don't always read their mail right away.

SUBHEAD: Kitera allows for a subhead. This is a good place to provide the details such as progress on your training and fundraising goals.

OPENING: Quickly tell them what the email is about. Show that you respect their time and that you won't be inundating them with lots of emails.

UPDATE: Provide an update on your training, gives some details so they can picture it, and make it personal. Use humor to make them smile and feel good.

ACCOMPLISHMENTS: Indicate what you've achieved so far.

THE CAUSE: Describe the cause and whatever it amount of detail you feel comfortable with.

YOUR GOAL: Tell how you are doing with your goal.

THANK PEOPLE: People appreciate being acknowledged and love seeing their names. Consider including your sponsors' business names to help promote them.

ASK FOR THE MONEY: Don't be shy — ask for the money. Provides several different reasons.

METHOD: Make it easy for them and tell them exactly how they should make the donation.

TAX DEDUCTION: Mention that their donation is tax-deductible.

PAYMENT OPTIONS: Provide several options for them including mailing in a check. 20 to 40% of donations are usually made to Hazon this way, so don't lose out. Tell them to make the check out to Hazon and provide your address, so you can record it online.

THANK THEM AGAIN

SIGN OFF: Indicate your affiliation (so they remember who you are if you are writing to business contacts) and provide a means for them to contact you directly.

Sample Thank You Letter



Howard Levy

36 East 23rd Street, Suite 301, New York, NY 10010 • 212.673.9353 • www.redroostergroup.com

Thanks for your support!

I want to thank you again for sponsoring me on the Hazon New York Jewish Environmental Bike Ride and give you an update on how the ride went. Thanks to you and an outpouring of support from about 60 people, I raised a total of \$4,000 for Hazon (more than double the \$1,500 minimum) and ranked one of the top 10 fundraisers for the Ride (out of 270 participants).

The Ride was a fantastic experience. It took place over the 4-day Labor Day Weekend at a camp in upstate New York. Friday and Saturday were filled with keynote speakers, team-building activities and sessions connecting Jewish values with sustainable food issues. It also provided the chance to build relationships with friends that I served with on the Executive Committee and met on the training rides over the summer.



with Suleiman

On the Ride weekend, I met Suleiman, a Jordanian who was studying at the Arava Institute in Israel, which receives Hazon funding. Arava brings together Jews, Arabs and others to address agriculture and environmental issues affecting the desert life. By living and studying together students learn to understand each others' cultures. Suleiman is now forming a solar energy company to address the needs of the people across the Israel/Jordan border.



The Century Riders



As a Marshall riding over the Bear Mountain Bridge on Day 2.



With new friend, Charlie Paradise, at the closing ceremony.

Hazon also funds 32 CSAs (Community-Supported Agriculture) in the United States in which people pay a set amount to a local farmer for a share of the season's produce delivered each week. The local farmer gets a market for his output and the people get fresh food from a farmer they get to know personally. This creates a direct link between people and their food producers and supports local economies. Hazon has also written a food curriculum exploring where our food comes from, produces an annual food conference to engage people in those issues, as well as funding many other environmental projects.

And of course, they get people in shape through the Ride. Before I participated in the Ride last year, I hadn't cycled much since I was a kid. This summer I trained hard and completed my first Century (100 miles in day) on hilly terrain. From the training, I was in good shape, and while it was challenging, I did well and felt fine after. In fact, the next day, we rode another 50 miles back to Manhattan, pedalling over Bear Mountain. After the closing ceremonies, I felt good enough to ride another 15 miles back home to Brooklyn bringing my total to 165 for the 2 days — the distance from Vermont to New York City!

In addition to making more informed food choices, I am now an avid cyclist and advocate for cycling in New York. And I feel more connected to my peers who have found an outlet that connects our Jewish values with our concern for the environment — so you can see that Hazon has a lasting effect on its participants! I want to thank you again for your support. We could not do it without your help.

If you are interested in finding out more, please visit Hazon.org.

Howard

This Thank You Letter explains the meaning of the Ride to this participant. Photos with captions bring the Ride to life.



Riding through NJ (above) and crossing the finish line at 122nd Street in Manhattan



With other members of the Executive Committee, Alyssa Finn and Elissa Meth Kestlin, Ride Co-Chair.

Fundraising Ideas

The ways to fundraise are limited only by your imagination. Consider these ideas and see more at newyorkride.org.



Fundraising as a team makes it easier and more fun. Noa Heyman, Elissa Meth Kestin and Cheryl Cook celebrate their success upon arriving in New York City.

SPINNING CLASS Host a fundraising spinning class. Ask your fitness club or JCC to donate space and a teacher to host a class. Play Israeli music and show a slideshow of past Rides during the class.

SIGNS Put up signs at your office, school, synagogue, community center or apartment building.

LUNCH BREAKS Use lunch breaks and hallway conversations to tell people about this exciting adventure.

STUDENTS Encourage students to support you through bake sales, car washes and by saving their change.

BIRTHDAY Connect the Ride to the holidays and your birthday and ask your guest to sponsor you for the Ride instead of getting you a present.

AT WORK Use in-house-publications, e-mail, faxes to let your colleagues know about the Ride.

FLIERS Place fliers or posters around the office — in the bathroom, in the company lounge, by the water cooler and at your desk.

SELL SPOKES Sell each bicycle spoke for \$20 each.

HOST A POKER GAME OR GAME NIGHT Call your serious (or not so serious) card-playing friends and invite them over for poker night and ask for a donation to play.

BOWLING NIGHT Plan a fun night of bowling at the local alley. Ask the owner to waive the fees and you can collect that money and apply it to your campaign.

INFO SESSIONS Hold information sessions at work, at your synagogue.

CURSE JAR Place a Curse Jar in your office and whenever someone says a bad word they have to add a dollar.

RIDE ALONG Ask a potential donor to ride along on one of your training rides. They may be more willing to donate once they fully understand what you have committed to doing!

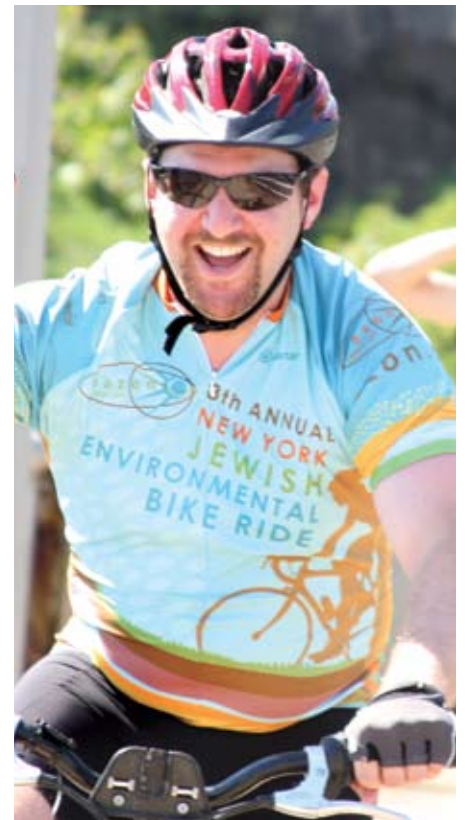
USED BOOK SALE Sell your old books. Wear your Hazon t-shirt or bike shirt and put up some signs so people will know where the money is going.

LOCAL STORES Ask a local store manager what the hot selling item is these days and whether or not they would be willing to donate a % of sales to you.

SYNAGOGUE BULLETIN Place an advertisement in your synagogue bulletin letting the congregation know what you're up to!

OTHER PARENTS If your kids play in play groups, sports leagues or other activities, distribute your fundraising letter to the parents at the event.

HAIR SALON Ask your hairdresser to donate \$2 from every haircut they complete during the weekend.



Get a lot more fundraising ideas at www.newyorkride.org

TRAINING GUIDE

■ What it Takes to Get in Shape



Train with a partner, as Adam Berman and Saul Kaiserman are doing, with a team, or on a Hazon Training Ride, and you'll be ready to enjoy long distances.

Whether this is your first long distance ride or you are a veteran Century rider, you need to train! Your body can do anything you put your mind if you train consistently. We recommend that you develop a regular training routine and push yourself a little further each week. With proper training, you can enjoy whatever distance you choose to do at the NY Ride. This section includes provides tips and a training schedule tailored to each of the three distances you can choose to do on the first day. You will also find a schedule of Hazon's own Training Rides and a worksheet to track your training progress. We're here to help, so call us if you have questions.

Planning Your Training Program

In preparing for the New York Ride, it is critical that you train at the appropriate level for YOU. It should be challenging and geared toward improvement, but not overwhelming, considering your current fitness level and your personal cycling history. Often, cyclists preparing for a tour will try to cram in too much training, at too high an intensity. Regardless of how many weeks you have before the Ride, it is best to spend the time training at a level that is appropriate for you and improve from that starting point.

Tune Up Your Bike

Before hopping on your bike for the season, make sure it is in good working order. It's a good idea to take it to a bike shop and get it tuned up. Plan for another tune-up about 1 to 2 weeks before the Ride. See page 27 for tips on getting your bike ready for the Ride.

Dress Appropriately

Early in the season, it can be cold, so it's important to dress appropriately for riding. Since weather changes, it helps to dress in layers or wear detachable arm and leg warmers which can be removed more easily than a jacket and pants (and take less storage room).

Warm Up and Stretching

To avoid injury, it is important let your muscles body get warmed up as you start your ride. Do an easy lap first, or a slow jog for at least 3 minutes before a ride. Then stretch. This will enhance your circulation and prepare your body for physical exertion. Stretch before, during, and after each ride. If you keep your muscles warmed-up and flexible, you're much less likely to feel sore the next day. While riding, every 30 minutes stand on the pedals, arch your back, and stretch your legs. You can also vary your riding position by moving your hands from on top of the handlebar to the brake lever hoods or drops to prevent muscle fatigue.

Keep a Training Journal

Cycling training is intended to prepare you for a particular ride or series of rides by building up your endurance, cycling muscles, cycling intuition (e.g. how to ride safely on the road), and the joy of riding your bike. Keeping a training journal enables you to track your progress throughout your personal training program. Such a program can last for as little as 8 weeks to almost half of a year depending on what your goals are. The training schedules we have suggested are 14 to 16 weeks long and there is a sample chart on page 22.



Setting Your Goals

Planning your goals, training objectives, training program, and particular rides and routes takes very little time and is extremely valuable as your ride approaches. Set aside an hour this week to think about your goals

Setting Your Training Goal

On the first day of the New York Ride, you can choose to do a 30, 55, 85 or 100-mile Century route. Day 2 has routes at 30, 50 and 85 (elite riders only). Set your goal early for what you hope to accomplish for your longest ride. You should aim to ride 75% of that distance at a comfortable pace at least once before the Ride.

for the NY Ride. Think about when you can make time to ride, where you can ride, who you might ride with, etc. Make sure the goals are achievable and monitor them weekly. It can be helpful to break larger goals into smaller, more specific objectives that have a time goal attached to them (e.g. "Ride 40 miles by July 15 without getting off the bike before 20 miles). These goals can change, but it helps to commit them to paper.

Develop Your Routine

Take it slowly and build up your ability over time. Ride or exercise at least two or three times a week, and gradually increase length and intensity. Try to do one long ride every week. That one long ride should be 40 to 50% of your weekly total, and should increase by about 10% each week. This rate will ensure that you build your muscle strength and cardiovascular endurance gradually.

By 6 to 8 weeks before the event, you should be riding four times a week, even it is for only 30 minutes at a time. Riding 45 minutes a few times a week is much better than two to three hours all at once. If you can't get out on your bike, try indoor spinning classes, a great simulation of cycling. Use your bicycle to commute, if you can. Try to get a short, but intense ride in before or after work. Consistency is paramount training.

Vary Your Rides

You will be better off if you have trained to tackle both distance and hills. Alternate between shorter rides with more hill climbing and longer rides on flatter terrain, and some that combine both hills and distance.

Maintain an Even Pace

The NY Ride is not a race, but by the time of the Ride, you should be able to ride comfortably at an average of 10 mph (faster if you are planning on doing the longer routes). You will go slightly faster on flats, and slower on hills. On the Ride itself, if riders are going too slowly late in the day, we will sweep them to the nearest rest stop to ensure that they finish on time. You can complete the 55-mile route at an average of 10 mph but will need to average at least 12 mph to complete the Century route.

Time in the Saddle

Cross training is great, but don't short-change yourself on time in the saddle. It's important to get used to sitting on your bike seat for hours at a time. You will be on the bicycle for at least 5 hours on Ride Day. The only way to get used to the saddle to spend time on it. You will be much happier on Ride Day if you don't have a sore tush!

Get Other Exercise

Riding your bike is the best conditioning for the New York Ride, however, demanding schedules and weather are not always conducive to riding outside. Remember: the goal is to gradually gain strength and build endurance, and there are many ways to do this. In addition to riding, you can walk, hike, swim, run, ski, snowboard, dance, lift weights, or take a class



Resting and rehydrating during lunch on the Ride. Lunch lasts about 45 minutes.

like aerobics, cardio kickboxing, step, spinning, or yoga. No matter what combination of training you choose to do, it is imperative that you train, as it will help prevent injury, and it will make your long ride much more enjoyable.

Rest

Don't overdo your workout! Giving your body sufficient time to rest is as important as building strength and endurance. If you are exhausted after a long hard ride, do not try to do another long ride the next day. Let your body rest.

TRAINING LOG Use this chart to track your weekly progress.

Week	Century (100 miles)				85 Mile Goal				50 Mile Goal				
	LONG RIDE MILEAGE GOALS	RECORD YOUR DAILY MILEAGE HERE			WEEKLY TOTAL MILEAGE	YOUR TOTAL MILEAGE	LONG RIDE MILEAGE GOALS	RECORD YOUR DAILY MILEAGE HERE			WEEKLY TOTAL MILEAGE	YOUR TOTAL MILEAGE	
May 10	22					50							
May 17	24					55	15						
May 24	26					60	17					25	
May 31	29					65	21					30	
Jun 7	32					72	23					34	
Jun 14	35					80	25					40	
Jun 21	39					88	28					45	
Jun 28	43					100	31					50	
Jul 5	47					110	34					56	
Jul 12	52					115	37					65	
Jul 19	57					123	41					70	
Jul 26	63					135	45					75	
Aug 2	70					150	50					85	
Aug 9	80					165	55					90	
Aug 16	75					160	60					90	
Aug 23	75					160	60					90	
Aug 30	23					35-40	22					35	
Sept 6-7	NEW YORK JEWISH ENVIRONMENTAL BIKE RIDE												

Free Summer Training Rides

To help you get in shape and meet other riders, Hazon runs free rides over the summer in New York City. By participating in the summer rides, you will not only get in shape for the Ride, but you will get comfortable riding longer distances and learn group riding skills.

We offer a variety of rides, which cover a range of distances and cycling abilities. If you are a beginning rider, we hope that over the course of the summer you will improve your skills and move to more challenging rides. Our rides include:

Skills Rides which meet every Wednesday from May through August at 7 pm in both Prospect Park (Grand Army Plaza) and Central Park (Bethesda Fountain at 72nd St). You can learn cycling skills at a short introduction and test them out by riding loops in the park.

Urban Rides are geared towards beginners, and are family friendly. They will run every Sunday from June through August, and will leave from the JCC Manhattan (76th and Amsterdam) at 8:45 am. The rides will go to destinations in New York City about 10 to 15 miles away, with return by subway or bicycle.

Country Rides will also be held every Sunday, leaving from the JCC Manhattan at 8:45 am. There will be a shorter rider of about 40 miles (10-12 mph) and a longer one of 50 to 60 miles (at 12-15 mph). Some of these rides will return to NYC by MetroNorth train.



The feeling of satisfaction of a job well done. Ari Shapiro, completes a segment of the Ride.

TRAINING RIDES

	COUNTRY RIDE	URBAN RIDE
May 17	River Road	
June 7	Piermont-Nyack (40-50)	Lower Manhattan
June 14	Westchester Trail (45-60)	Upper Manhattan
June 21	BIKE TO THE BEACH	Botanical Garden
June 28	Cold Spring (50-60)	Queens Farm
July 5	NO RIDE (JULY 4TH)	NO RIDE
July 12	Piermont-Nyack (40-50)	Prospect Park
July 19	Piermont-Nyack (40-50)	Governors Island
July 26	Westchester Trail (45-60)	Bronx / South Co. Trail
August 2	Piermont-Nyack (40-50)	Red Hook Farm
August 9	Cold Spring (50-60)	Astoria
August 16	Piermont-Nyack (40-50)	Citi Field / Mets Game
August 23	Piermont-Nyack (40-50)	Lower Manhattan
August 30	Westchester Trail (45-60)	Bronx Zoo
September 6	NEW YORK JEWISH ENVIRONMENTAL BIKE RIDE	

All rides are subject to change. Please visit www.hazon.org/trainingrides for the latest updates.

- Each ride is lead by Ride Leaders, volunteers who have cycling experience. They will introduce the ride, and distribute cue sheets with the turns and directions for the entire ride. They are on the ride to keep a pace, keep the rest stops to a minimum, and make sure the group is doing okay.
- Training Rides are not supported and the leaders are not carrying extra food or bicycle supplies, so be prepared to deal with any mechanical issues that might occur along the way.
- We recommend carrying two spare bike tubes with you in case of flats.
- You must eat breakfast before you ride.
- You should carry energy bars, money, and a MetroCard on the ride.
- Helmets are required on all rides.
- If you are interested in leading a training ride, let us know.

Cycling Nutrition

A healthy diet is essential for good riding. This section offers tips on how to eat appropriately to maximize your riding performance and pleasure.

Before a Ride

Don't get on your bike immediately after eating, because the body shifts fluid away from muscles and into the gastrointestinal tract during digestion. You want that energy in your muscles to give you the power to ride. The ideal time for riding after eating is about:

- Half hour after a light snack
- 1 hour after a light meal, heavy snack, or meal replacement drink
- 2 hours after a regular meal

By eating early enough before riding, you will allow enough time for the energy to move from your stomach to your muscles, where you want it.

Aim for a pre-ride meal that is:

- High in carbohydrates
- Small – according to the amount of food that you feel comfortable eating
- Eaten with fluids.

Sample Pre-Ride Breakfasts

- ½ cup orange juice
- 1 cup dry cereal or ½ cup dry oatmeal
- 1 medium banana
- 1 cup nonfat or low fat milk or ½ - ¾ cup lowfat or nonfat yogurt

OR

- whole grain pancakes, topped with fresh fruit and syrup or honey
- ½ - ¾ cup nonfat or lowfat yogurt
- ½ cup juice

You should try to drink 2 to 3 cups of cool plain water one hour before, and 1 to 2 cups about 15 minutes before starting (again, you should be urinating frequently, and your urine should be clear).

During a Ride

Once you get going on the bike, you will need to continue to provide fuel for your bodies. Experiment with easy-to-eat items during your training rides. But remember not to try anything new on the day of the BIG ride. Find out what you enjoy most and stick with it. In order to avoid a drag in energy, plan to eat about 30 – 60 g of carbohydrates for every hour you are on the bike. What does this mean?

- 1 – 2 bananas (depending on size)
- 1 – 2 energy bars (depending on quantity of carbohydrates)

Other good snacks: energy bars, pretzels, fresh and dried fruit, nuts, and trail mix. Don't skimp on the carbohydrates—complex carbs will provide a sustained energy source and simple carbs will give you instant energy, which is essential on a long distance ride. Some simple carbs are: juice, white breads, cookies, and many granola bars that have sugar as a primary ingredient.

Everyone is different, but you will probably find that you will need to consume a lot more calories during long rides. Stop and snack frequently while riding to make sure that your body gets a consistent supply of fuel. On a long distance ride, you typically burn 300 calories every 10 miles, and it is very important to replace these burned calories. From before you get on your bike until the end of your ride, the food that you eat will affect your performance. Before you check your tires for air, check your stomach for hunger. If you are hungry, EAT!

Consuming liquids and solids before, during, and after a ride prevents

dehydration and exhaustion ensures the consistency of your glucose (simple sugar) levels, which feeds your brain and muscles and greatly increases your ability to perform that day and the next.

Do not rely on salads, low calorie food, and diet food while on a ride — your body has turned into a calorie burning machine and you need to feed it!

After a Ride

When you get off the bike for the day, don't consume a heavy meal in the first hour after your ride. Enjoy a snack or light meal about 30 minutes after riding. This is the time when your muscles are craving nutrients to help repair them for the next ride (or the next day!). Make sure to choose a nutritious snack that contains a good source of lean protein to rebuild muscle and complex carbohydrates for brain energy. Here are a few examples:

- 1 cup of fruit juice with protein powder.
- 1 cup of 1 percent milk, or nonfat/lowfat yogurt.
- 1 apple with 1-inch cube of low-fat cheese (or 1 tablespoon peanut or almond butter)
- 2 slices of whole wheat bread with 2 thin slices of turkey (optional mustard)
- 2 slices whole wheat bread with banana and peanut butter or almond butter or hummus

Hydration

Even if you don't feel like you are sweating, you're always losing fluids while riding. If you don't replace them you risk dehydration, which can lead to very serious medical problems. If you are not urinating much while you ride, you are not taking in enough liquids. If you wait until you are thirsty to drink, you have waited too long. Adequate hydration is essential for a healthy ride. Exercise performance suffers with as little as

2 percent loss of body weight due to dehydration.

Drink at least 2 cups of water about 2 hours before you get on your bike. Whether you feel thirsty or not, you should be drinking about 1 bottle per hour. Alternate servings of water with

servings of electrolyte replacement drink during strenuous exercise; drink not for what you need immediately, but what your body needs in reserve. You may want to have one bottle of energy drink and another of water on your bicycle.

Nutritional Tips



- Weigh yourself before you ride and when you get home. If there is a difference in weight, it is due to water loss (sorry but you can't lose fat that quickly!). Ideally, you should have drunk enough fluids during the ride so that your body weight remained relatively unchanged. If you did lose weight, consume 2 cups (16 fluid ounces) of water for every pound of body weight you lost during the ride (e.g. if you lost 3 lbs. consume 6 cups or 48 fl. oz). Note how much you did drink on the ride, and on your next ride increase this amount by the number of cups you need.
- Make sure you are getting enough vitamins and minerals to keep your immune system strong. Eating fresh fruits, vegetables, and whole grains are the best ways to get your nutrients, but you may want to take a multi-vitamin/mineral supplement to ensure you are getting adequate amounts.
- Try different energy bars and sports drinks prior to the ride itself. This is a personal choice. Make sure whatever bar/drink you consume is easily digested and tolerated by your body.
- Make sure you monitor further fluid intake since there is also the risk of over-hydration — hyponatremia, and this can cause fainting too, because you dilute your system too much of its ions and electrolytes.
- Check the color of your pee! Pee should be very light yellow to clear, and it should be odorless. If your pee is dark and smelly, you haven't been drinking enough. If your pee is copious and has no color, you are adequately hydrated. Think C2P2: Clear and Copious.
- Sports drinks are for sports. Beverages such as Gatorade, Powerade, and Cytomax have sufficient electrolytes to replace those that are lost in your sweat. They also contain carbohydrates to maintain your energy level. Experiment with different flavor drinks to find the one that you like the most, the more you enjoy it the more likely you will drink enough. Suggestion: look for drinks that have sodium (Na) and potassium (K) and are relatively low in calories; however do not choose no-calorie drinks, as adequate energy is essential for long rides.

NUTRITION CHECKLIST

Before a Ride

- Eat enough for cycling the distance you want to ride.
- Allow enough time to digest food (1 hour to 15 minutes before riding)
- Drink 2 to 3 cups of water 1 to 2 hours before riding.
- Drink 1 to 2 cups of water about 15 minutes before riding.
- Remember to stretch.

During a Ride

- Drink and eat sufficiently while riding. Bring enough water and energy bars.

After a Ride

- Eat a snack or light meal 30 minutes after you ride.

BASIC FOOD INTAKE

- **65 – 70% of your calories from carbohydrates**, such as whole grain pastas, potatoes, bread, cereal, fruits, and vegetables.
- **15 – 20% from fats**. No more than 10% of your fat should be saturated. Look for foods with healthy fats, such as avocado, olive and canola oil, almonds, flax seeds.
- **10 – 15% from lean proteins**, such as fish, poultry without skin, tofu, tempeh, seitan, lowfat or nonfat cheese or yogurt.

Vegetarian and even vegan diets are great alternatives, as long as you combine your legumes and whole grains to make complete proteins.

Cycling Tips

Anticipate Hazards

Cycling is a fun activity that can help you get and stay in shape, have more energy and feel great. It can also be hazardous, so it pays to be alert. Obey all traffic regulations, stop at all red lights and stop signs and be extra cautious at intersections.

In a city, ride on the right hand side of the road roughly 3 feet away from park cars and watch for drivers opening their doors. On one-way, busy streets with buses, ride on the left.

Braking

A cardinal rule of bicycling is to brake before you must, especially on curves and down hills. Brake just before going into a curve; then, if you need to slow down more, brake gently with the rear brake while in the curve. Always apply brakes gradually so you do not skid and so that you do not surprise anyone behind you. Either squeeze both breaks at the same time or “feather” your brakes by applying alternating pressure on the left and right brakes to prevent flipping over your handle bars.

Emergency Braking

Practice emergency braking, which involves three simultaneous motions: 1) Shifting your weight toward the rear of the saddle, while you 2) moving your hands onto the brake handles, and 3) applying firm, even pressure to both handles. If you do not shift your weight or only use one brake, you risk flipping over your bike when you stop.

Hills

When riding on rolling hills, be sure to attack the hills. To do this, don’t coast on downhill – use that time to pedal hard and build energy and momentum that can carry you up the hill. Tough climbs will be less challenging, and you will find that smaller hills disappear.

Use special caution on downhill. You can accelerate rapidly, and obstacles can appear quickly when you’re moving at 30 to 40 miles per hour. Feather the brakes: rhythmically squeeze the brake handles on and off.

Avoid abrupt steering movements, especially when riding down hills or on slippery surfaces, or your tires may lose traction.

Challenging Conditions

Be aware that when you are heading directly into the sun, as motorists behind you are doing the same and may have difficulty seeing you. Try to avoid night riding, but if you must, use lights and wear reflective clothing.

Cadence and Gearing

The system of gears on multi-speed bicycles lets you choose different pedaling rates (cadences). Your cadence is the pedal revolutions per minute, and ideally your cadence should not fluctuate too much when you ride. Skillful cyclists use a brisk, steady cadence of 80 to 100 pedal revolutions per minute, using the various gears to maintain a constant cadence over varying terrain (you will eventually drop on tough hills, but generally try to maintain a constant cadence).

To keep your cadence steady change gears frequently when you ride. Spinning in a gear that is too low (making it “easier” to pedal) is tiring and makes for a choppy ride; pushing a gear that is too high (making it “harder” to pedal) is a primary cause of knee problems and the major reason people must stop cycling on a ride. At first, a cadence of 90 may seem that you are moving your legs much faster than your comfort level, but if you train to adapt to that pedal speed, you will find it less tiring on a long ride.

Practice Your Riding Skills

Find a painted straight line in a parking lot or a cycle path and follow it as closely as you can. Practice looking back until you can do so without veering to either side. Though not required, a rearview mirror attached to your helmet or handlebars will make checking behind you easier and safer.



How to Buy a New Bike

So you are excited about the doing the Hazon Ride and ready for a new bike. Great! Here is a primer on what to look for. Just remember, it's a good idea to get comfortable on your new bike before a long ride, so get it early in the season.

What is the Right Kind of Bike for Me?

Your first decision comes in determining what type of bike you want. For the NY Ride, we recommend that you use a road bike or a hybrid bike and avoid using a mountain bike.

Road bikes are designed for riding on paved streets and going fast. They have skinny tires, a lightweight frame, and a riding position that puts you bent over the handlebars. While good for long distances, they are not good for riding on unpaved paths. The 2009 NY Ride will not be routed over unpaved paths. However, you may want to ride over unpaved paths in your training or otherwise.

Hybrid bikes offer the best features of road and mountain bikes. With skinnier, smooth tires, they typically can go faster than mountain bikes which have thick tires and are quite heavy. Hybrid bikes feature the upright seat and handlebar position found on mountain bikes and which many people favor. Hybrids are a good choice for most city riding, and offer speed, durability and comfort. They are good for long distances and are also good for paved and unpaved surfaces.

Smart Shopping for Bikes

Check out your local bike shop. The people who run your local bike shop are your best resource on bike buying. These folks are knowledgeable, and can offer tips, advice and service that you can never get over the internet. And you can take test rides and have your bike fitted properly to avoid injury.

Borrow a bike and try it out. When you've figured out the right style of bike for you, to make double sure that you are making the right choice,



Examples of road bikes, although hybrids are also common on the NY Ride.

borrow a bike from a friend and try it out. Be sure to go on a ride longer than a lap around the parking lot, too. Twenty minutes should be enough to know if you are comfortable with the way you sit on a particular type of bike, and if the pace is right for you, or if it will be something that ultimately disappoints you.

Resist the temptation to go cheap.

With bikes, like most everything else, you get what you pay for. Chances are you will not be happy over the long run with a cheapie bike from a big box discounter, even if it was a deal. They are heavy and the components won't last like they would in a quality model. Ultimately, you'll be frustrated, and end up spending the money to get that better bike you should have bought in the first place.

Consider buying used. The best way to get a decent bike without forking out a whole bunch of money, particularly if you are still wondering if you'll stick with it for a while, is to buy a used bike rather than purchasing one new. And sources abound, from sites like Craigslist to the classified ads in the newspaper to a swap board carried by your local bike shop on its website.

Adapted from http://bicycling.about.com/od/howtoride/a/right_bike.htm

Improve Your Current Bike

Not every bike is built with 50-mile rides in mind. That doesn't mean that you need to replace your mountain or hybrid bike with a high-end road bike, but there are some quick and cheaper fixes that you can try to improve your riding.

1. Shed Some Weight

The biggest problem is weight. When on flats, you may not feel the weight of your bike, but when climbing a hill, a percentage of the weight of your bike (and your body) pulls down against you, making it harder to climb. Try to eliminate:

- **BIKE LOCKS:** On the NY Ride, you will not need a bike lock. If you are going on a long ride in a rural area, you may not need to bring it when you train either, or maybe just a light lock.
- **EXTRA PARTS:** You should try to remove extra parts from your bike, such as racks on the back of your bike or your kickstand. It may not sound like much, but every pound counts.
- **TIRES:** Changing your tires could be a very big help. You can ask your bike shop to replace your tires so that they are more conducive to long-distance riding. You may not be able to use the thinnest road tires, but usually you can shed some weight and friction, both of which will increase your speed.

2. Treat Your Tush

You may want to think about changing your seat to one that is more comfortable. Be sure to train in the same saddle that you will be using on the NY Ride, since you will grow accustomed to the feel.

3. Improve Your Pedal Power

There are two pedal types you can change to. Toe clips use special shoes that clip into your pedals, attaching you to your bike. This will allow you to get power from your upstroke, not just your downstroke. For those that are uncomfortable with this, you should try to get toe cages, which attach to the front of your pedal to keep your feet in place. They won't give you the same power as clips, but will improve your cycling efficiency.

4. Track Your Training

A cyclocomputer allows you to more accurately track your training since you will know your speed and distance after each ride. You should keep track of your speed while riding as well – try to maintain a steady pace and attempt to have your return leg be faster than your first half. If you buy a speedometer with a cadence meter you can also work on keeping your pedal speed constant by shifting gears.

FUNDRAISING &
MARKETING STRATEGY
MEMBERSHIP CAMPAIGNS
BRANDING & LOGOS
WEBSITES & BLOGS
BROCHURES
PUBLICATIONS
EMAIL CAMPAIGNS
ONLINE PROMOTION
SOCIAL MEDIA
EVENT PROMOTION

Design for a better world!



redroostergroup

*Branding, design and promotion for
nonprofits and progressive businesses.*

212.673.9353 • www.redroostergroup.com

The writing, design and printing of this guide was made possible by
a service grant from Red Rooster Group, Howard Levy, Principal.

Printing and papers for a better planet!

Greg Barber Co. and Partners offer you the complete environmental print package.

We have 5 plants that offer, digital, offset and web capabilities.
We stock 100% post-consumer recycled paper, tree free paper
made from Bamboo, Sugar Cane, Lemon, Banana, Mango, and
Coffee plant stock, mixed with post-consumer, and we print
with 100% non toxic toner, and vegetable or soy based inks.

We were environmental printers, way before it became
the thing to do. We started our mission in April, 1990.



973 224 1132 • www.gregbarberco.com

The printing of this guide was partially donated
by Greg Barber at Greg Barber Company.



Hazon

45 West 36th Street, 8th Floor
New York, NY 10018