



## **How To Do A Freedom Ride (Revision date 1-13-2013)**

**What is a “Freedom Ride?”** This was the idea of a dear friend of mine who had the imagination and follow through to implement her idea. It turned into a great fundraiser for our rally.

In addition to that, it accomplished several other positive things:

- It involved motorcycle clubs such as “Sons of Liberty,” “Patriot Guard,” Vietnam Veterans clubs and more in our rally to create “sounds of thunder.”
  - They helped to open the event with a circle of the footprint of the rally.
  - They had American flags, POW/MIA flags, “Don’t Tread on Me” and even Tea Party flags.
  - As they came in, people had their hands over their hearts and tears in their eye.
- It provided lots of free advertising as they all drove together to the rally site.
- We build lasting friendships and relationships with this community.

### **Who to involve?**

- Various Local Veterans/ Motorcycle groups or Car groups join and ride to a common destination: a Rally, Park, State Capitol, etc.
  - Riders stop at sponsoring local businesses en-route for breakfast, lunch, and to add more riders. This is a great way to honor Veteran and Patriot Bikers.
  - This idea can also be adapted to honor Veterans in other similar groups such as Classic and Custom Car Clubs, ATV and Off Road Vehicle Clubs, NASCAR, etc.

### **How to involve and gain sponsors:**

- Contact Local Businesses for Sponsors: Motorcycle shops, Gun Stores, or other related businesses.
  - They will be asked to sponsor breakfast (coffee and donuts) or lunch (hot dogs, chips and water) etc.
- Promote their business with their logo on the fliers and other printed materials.
  - Riders/Drivers can preregister at each site or on line.
- Suggested Charge \$10.00 per person:
  - Includes ride, breakfast and lunch.

### **Advertising:**

- Post Fliers around town, at sponsor businesses, and places riders/drivers frequent. Public service spots on friendly radio shows, websites, Facebook, etc.
- Contact leaders of local cycle/car clubs, newsletters, websites, etc.
  - This same concept can be adapted with Classic/Custom Car Clubs, NASCAR, ATV, and Off Road Vehicle Clubs, etc. All of these groups are tightly knit and are happy to spread the word to other enthusiasts who share our core values.
- If possible, encourage riders/drivers to decorate their cycles/cars with flags such as the Gadsden, POW flag, or US Flag.

Bikers and car club members often appreciate a small lapel pin as a memento to wear on their leathers, vests, hats, etc. if available. A small memento pin for those who participate would be another good way to keep the conversation going and spread the message.

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