

AMBASSADOR FAQs

How can an Ambassador help the most?

Ambassadors can help the All Kids Bike movement by driving awareness of the Kindergarten PE program. The main objective is to engage your social media platform, supporting the movement in your voice to connect with your fans, circle of colleagues, and friends. There are additional opportunities to become further involved. However, this social media engagement of support is the main expectation.

After an Ambassador posts the required initial announcement on social media, what additional opportunities are there to be further involved?

- **Attend a bike delivery day** or help celebrate by sharing a post. If there is an All Kids Bike Kindergarten PE Program launch in a school near you, we would love to have you represent AKB at the delivery day (pending school approval!)
- **Share updates on your social media!** Keep your fans informed about all the cool things happening when kids learn to ride bikes in schools.
- **Start a fundraising movement!** Do you have a school you grew up in, or that a family member attends that you want to support? AKB staff can set you up with a [crowdfunding platform](#) that enables you to fundraise for a school of your choice so you can get more kids on bikes!
- **Write a guest blog!** Share your first bike story, or something else on our AKB [blog page](#).
- **Recruit an Ambassador!** If you know someone who would believe and support this mission, please let the AKB team know and we can discuss next steps.

Ambassador term: What does it entail?

Ambassadorships do not have a set term and will simply run for as long as both parties agree to be engaged. To be effective, an Ambassador must have a strong belief in the AKB mission and cause. In some instances, an Ambassador may determine that serving as an Ambassador is not a good fit. Conversely, All Kids Bike may determine that an Ambassador is not a good fit. In either instance, an ambassadorship may be cancelled by either party at any time without cause.

What is the process of establishing a crowdfunding campaign?

1. **Choose a city, state or school you want to support!**
2. **Contact the AKB team to set up a personalized crowdfunding page.**
 - You can include photos, and WHY you are choosing this location.
 - We will not launch your page until we have the approval from you!
3. **Share with your fans!**
 - The AKB team will coordinate with the schools to get them on board! Your page will be unable to list the specific school name until the AKB team has an application on file for the school. If you have a direct connection or contact with the school, please notify the AKB team to help.

Will Ambassador images be used for All Kids Bike campaigns, media/PR outreach, and appearances?

The photo uploaded on your MVP form will be used for your webpage bio, and potentially other AKB posts announcing your ambassadorship.

Does an Ambassador need a school's approval before activating a campaign?

YES. Some school districts have guidelines and restrictions on online fundraising pages. All Kids Bike is not allowed to fundraise on behalf of a specific school without their confirmation of interest in the program in the form of their [application](#). Until we receive the application, an Ambassador can elect to choose a city or state rather than a specific school.

Are there specific talking points you would like Ambassadors to communicate when securing corporate donations?

The **value** of the Kindergarten PE Program is \$14,999.34 per school. Thanks to manufacturer contributions and discounts, the **cost** to donors is only \$5,000 per school, meaning every dollar donated more than doubles in value for the school.

Who is the point of contact (name and phone number) at All Kids Bike regarding setting up a crowdfunding campaign, or corporate donations?

Point of contact: ambassadors@allkidsbike.org or (605) 956-3877

Is there a newsfeed tuned to update the status of funding campaigns and accomplishments?

We have a monthly electronic newsletter that is sent to Ambassadors. If you are supporting a school or crowdfunding campaign, the results are posted on the [crowdfunding platform here](#). The general impact of All Kids Bike is also available on the [All Kids Bike homepage](#).

How do you make sure the money goes to the specific school campaigns?

All funds raised on the platform are considered “designated funds” and remain unused until the goal has been met. If a school has not reached its fundraising goal within 1 year (365 days) after posting the campaign, those funds will be reallocated to the general fund to support Kindergarten PE Programs to schools on the waitlist.

What is the relationship between All Kids Bike and the Strider Education Foundation?

All Kids Bike is the primary national campaign of the Strider Education Foundation, a 501(c)(3) nonprofit organization.

Can ambassadors get special pricing on Strider products?

To help Ambassadors share the joy of riding with friends and family, special pricing is extended to all ambassadors on all Strider products. Prices are 35-40% off MSRP depending on the item and includes free shipping. Contact Strider Sports customer service by phone at (605) 342-0266 for more details.