

**Join our 'crowd-raising' campaign from May 1-15, 2014 to help us JUMPSTART Waterloo Region's bikeshare!**

Community Access Bikeshare (CAB) [www.theworkingcentre.org/cab](http://www.theworkingcentre.org/cab) is Waterloo Region's newest start-up, community-based bikeshare. CAB members access easy-to-ride bikes located at convenient stations in Kitchener and Waterloo from Apr-Nov. Members pay a one-time fee of \$40; no overage fees!

Bikeshares help to reduce traffic congestion, improve air quality, drive economic development, build bike culture and motivate people to use cycling as a great active transportation alternative.

We launched our bikeshare in 2013 – now it's time to make our system bigger and better: we need to add more stations, invite more members and attract super advertisers and sponsors who believe in what we're doing.

**We need your help!** Please consider taking part in our crowd-raising campaign from May 1-15.

### **What is crowd-raising?**

You've likely heard the word 'crowdfunding', where large amounts of people contribute small amounts of money to help move a project forward.

*Crowd-raising* describes what we want to do for our bikeshare:

- *raise* volunteer support
- *raise* new bikeshare members
- *raise* awareness about bikesharing
- *raise* funds for our bikeshare!

### **How will the crowd-raising campaign work?**

The crowd-raising campaign will take place from May 1-15, 2014. Social and traditional media releases about the campaign will be sent out prior to the start of the campaign.

We are inviting you to be a campaign 'champion' to help us spread the word about the campaign to your networks by sending out information about 4-5 times from May 1-15. You will be given sample emails, tweets, blog entries and photos to distribute to your networks, inviting people to:

- join our *CAB Announce* email list
- buy a bikeshare membership for themselves or someone else
- talk about the bikeshare on their favourite social media platform
- volunteer with Community Access Bikeshare
- donate money to the bikeshare, advertise or sponsor the bikeshare program

### **How can we thank you?**

Each day of the campaign we'll be promoting and thanking our crowd-raising campaign champions through mentions on our Twitter feed, in our e-list emails and on our campaign landing page.

At the end of the campaign our champions will be listed along with our donors on the Community Access Bikeshare website. If you have other ways that you or your organization would like to engage with the bikeshare, please start the conversation!

**Join our campaign and help us drive change!**

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