



## COLLECTION MANAGER'S GUIDE



### Introduction:

Bikes for the World "re-cycles" used bikes to transform lives. We work with volunteers, community groups and businesses to collect, "prep", and donate bikes to non-profit partners around the world. With your help we are able to link suburban garages to remote villages around the globe repurposing thousands of unused bicycles yearly delivering them to overseas partners who refurbish and channel the bikes to people who rely on them: for health workers to reach patients, students to get to school and workers to get to work.

### How Your Collection helps:

Inviting Bikes for the World into your community helps us reach more people, makes donating a bike more convenient, and allows us to help more people globally. To organize a collection with Bikes for the World you must: (1) establish a date and location for the event and recruit volunteers to help (2) publicize the event several weeks before (3) manage the site the day of the collection. Bikes for the World will provide marketing suggestions, tools and supplies, training, and removal of the bikes at the end of the collection.

## Organizing a BfW Collection

### 1. Pick a Location.

Identify a location where you want to have your collection. This might be your school or church. Other locations we have had collections are bikes shops, business parking lots, recycling events... **Consider about 800 square feet.**

Some of the key factors to keep in mind when choosing a location are:

- a. Is it centrally located and easily accessible?
- b. Is there enough space to safely collect and process a large number of bicycles?
- c. Is there shade or cover in case of weather conditions

You need to make sure you have permission to use the location you choose on the date that you want your collection to take place. If you need insurance certification from BfW, it can be provided upon request.

## 2. Pick a Date and Time

You may need to identify the date before getting permission to use a location. Keep in mind BfW needs to first confirm that date before scheduling the event. We support over 50 collections within 3 months and we need to confirm we have staff to support your collection on the date you request. **Please consider offering a first and second choice as soon as possible.** We will also take into consideration neighboring collections when scheduling.

Most collections occur on Saturday or Sunday and are between 3-4 hours, for example 10am-2pm. Most donors will come during the first and last hour so expect to be busiest during these times. Have your volunteers in place well before the advertised time of the event and make sure they have reviewed any materials needed to ensure a successful collection.

If you are running your collection in tandem with a larger event such as a fair or multi-collection recycling event, make sure the collection is not 'lost' among the other events taking place. Give the bike collection adequate promotion and signage. We think this a great opportunity, but often find it requires more attention than a stand-alone collection.

## 3. Identify Volunteers

You may want to identify volunteers early so that they can help you advertise the event. You could have them design a flyer for the event, distribute flyers around the neighborhood, share the event on facebook or via email and listservs, and contact local bike shops for support.

**Collection day:** you will need volunteers to help assist donors remove bikes from their cars, issue receipts and collect financial donations, and process the bikes for shipping. Please ensure that you have volunteers on hand at the end of the collection to help load the truck taking bikes back to our warehouse. A good number of volunteers for a collection is between 4-10 volunteers.

### **The FIRST STEP to get started is to provide BfW with the following information:**

Email us at [yvette@bikesfortheworld.org](mailto:yvette@bikesfortheworld.org)

**Date of the collection** (first and second choice):

**Time** (most collections run about 3 hours):

**Sponsor** (this might be your community group or scout troop):

**Location :**

**Address:**

**Contact Name** (this will appear on our website):

**Email** (this will appear on our website):

**Phone** (this will appear on our website):

**Mailing address:** ( for our records and to send supplies for the collection...will not be public)

**Cell #:** (this is the number you can be reached during the actual collection...will not appear on the website if you have another number listed above)

## My Collection is Confirmed: NOW WHAT?

Great! Welcome aboard. Let's get started. The first thing to concentrate on is marketing and promoting the event. You are responsible for 'finding' the bikes that will be donated at your collection. Bikes for the World will post the collection on our website and push it through our relevant contacts. We will also promote your collection at any events we participate in leading up to your collection.

Take advantage of *your* connections. Use neighborhood or school listservs, community calendars, church bulletins, email blasts, post flyers. Use your imagination. And please use our resources to further your cause. We have great stories on our blog, pictures in our photo albums, and videos on YouTube. You can use any of these tools to share and create excitement about your collection. We can't always tell you where your bikes will end up, but feel free to share any of the success stories from any of our overseas partners. If you need help finding any of them just ask.

### ONLINE LINKS

On the web	<a href="http://www.bikesfortheworld.org">www.bikesfortheworld.org</a>
Facebook	<a href="http://www.facebook.com/bikesftworld">www.facebook.com/bikesftworld</a>
Twitter	@facebookftworld
Picasa	<a href="http://tinyurl.com/BfWPicasa">http://tinyurl.com/BfWPicasa</a>
YouTube	<a href="http://www.youtube.com/bikesfortheworld">www.youtube.com/bikesfortheworld</a>
Blog	<a href="http://www.bikesftworld.blogspot.com">www.bikesftworld.blogspot.com</a>

## MARKETING

You will receive a zip file containing sample flyers you are welcome to use and edit to help promote your event. The file will also contain our logo if you choose to create a flyer of your own. We also ask that you include the suggested \$10 donation language included on our sample flyers. Start posting these flyers **3 weeks** before the event. Suggestions are: community bulletin boards found in schools, libraries, supermarkets, coffee houses.... Once a business finds out what you are doing they are often very supportive and agreeable to help you promote the event.

Definitely connect with a **local bike shop** and other **local service organizations** (such as Lions, Kiwanis, etc.) as they might be able to help with bikes, funds, publicity, or even volunteers. We partner with several bike shops in the area who serve as local drop off points; they are often pressed for space and will gladly send donors to your collection IF you drop in and let them know. If you need any help identifying clubs, organizations, or bike shops to approach, please ask.

**Contact the media.** Pitch your story to a local reporter. You can find just about any contact information with a simple google search. Try your local **Gazette** or **Patch** online paper. Tell them what makes your bike collection special. Invite them out to take photos and do a follow up story. Again, if you need help, ask.



## 2 WEEKS BEFORE THE EVENT

You will be receiving a banner in the mail from Bikes for the World. This banner varies but will most likely be about 3x8 feet with grommet holes to hang the banner from stakes, a tree, fence, or existing sign. The banner will simply say, **Bike Donation Here Saturday or Sunday**, depending on your collection date. You are welcome to add a specific date and/or time to the banner using electrical tape. Please be aware other adhesives often damage these banners, so when possible PLEASE use electrical tape and clean the banners after the collection if there is time.



## 1 WEEK BEFORE THE EVENT

You will be receiving a package from Bikes for the World that will include tools and supplies for the collection. In the box you will find:

- Receipts**
- Brochures**
- Bicycle Valuation card**
- Pedal wrenches**
- Allen wrenches**
- Adjustable wrench**
- Zip ties for the pedals**

Some other items you may want to have volunteers bring or have available for them are a table and chairs, WD40 for sticky bolts, 13mm box wrenches, screwdrivers, adjustable wrenches, a first aid kit, snacks, and water. By this time all of your volunteers should have reviewed our training video available online and know what all of these tools will be used for. If you have any last minute questions you can always contact us.

## AT THE COLLECTION

### Set Up

1. Get an early start! Arrive at your site at least a half-hour early to post additional signs directing the public to the site, as well as to set up and orient your volunteers.
2. Make sure volunteers have a secure, safe working area (away from moving cars). Try to collect a few bikes on your own before the collection date to 'seed' the site. Bike shops may be able to get bikes beforehand if you have a way to transport them to your collection. It's best to show a volunteer in person the correct way to process a bike if possible; having one or two on hand before the collection helps.
3. Have a table to display Bikes for the World literature and to help your volunteers accept donations and issue receipts.

### Bike Donations

#### What we accept:

- All types of bikes and sizes
- Parts, tubes, and tires
- Tools and Bikes Stands
- Accessories like helmets, pumps...
- Cycling related clothing and shoes

#### We DO NOT accept:

- Anything with a significant amount of rust
- Children's tricycles
- Push scooters
- Anything motorized



## Financial Management

Bikes for the World asks for a suggested donation of **\$10 with each bike**, but volunteers should always accept any bike donation with or without a financial donation as long as it meets the above requirements.

BfW is able to offer these multi-site, convenient drop off locations throughout the year with the help of donations received with donated bikes. Each bike we collect and transport costs us about \$25. Through the generous support of our donors we are able to collect and ship over 15,000 bikes annually.

**\*\*Make sure the volunteer working the table and issuing receipts is aware of the suggested donation and what it helps pay for.** An assertive, mature, responsible volunteer should assume this important task. All donations are tax deductible and a receipt should be issued at the time of the donation. If you simply ask, many donors are willing to give. But you have to ask. If they don't have any money with them but are still interested in donating please encourage them to visit our website and donate online.

**\$10** buys a small tool like one of the ones used at your collection

**\$25** allows the safe transport of one bicycle to an overseas partner where it will be refurbished by a local mechanic and offered to a new owner who will also receive riding instruction if necessary and basic maintenance information to ensure the working longevity of the bike.

**\$60** buys a small tool kit necessary for new bike mechanics being trained through these programs and given a new trade as means of supporting their families.

**\$100** buys certain safety measures like helmets or reflective tape also supplied to certain programs

**\$200** pays for a BfW weekend truck rental to collect hundreds of bikes at multiple collections in the DC area.

### RECEIPTS

- Have the donor fill out the right side of the receipt with their name and address
- Your volunteer can fill out the left side indicating how many bikes were donated, their estimated value (from the valuation card, or they can leave this blank for the donor to determine), and whether any money was donated with the bikes.
- Each receipt will need to be dated and signed by a BfW representative (your appointed volunteer is authorized to do this for BfW)
- Donors get the top (white) copy of the receipt. Retain the yellow copy for Bikes for the World. Identify a secure place to store the yellow receipts along with cash donations until the end of the collection when they will be turned into Bikes for the World. REMEMBER the receipts create copies when you press down on them, so remove one dual copy from the stack before filling out the receipt.

**SUGGESTED LANGUAGE:** Requesting a monetary donation is not always easy, but the right language always helps. One phrase we often recommend to volunteers is to say:

*"As you might have heard, we request a donation to help support shipping costs. It's about \$25 to collect, ship, and distribute a bike overseas through qualified charities. We suggest a donation of \$10 per bike. You'll also receive a tax-deductible receipt for the value of your bike and your cash donation."*

**Checks should be payable to Bikes for the World, NOT** (as sometimes happens) to the collection sponsor.

## PROCESSING BIKES

The main job of your volunteers during collection day is processing the donated bikes. Bikes for the World packs over 500 bikes into a 40 foot shipping container when they are shipped overseas. The only way to ensure space for that many bikes, and coincidentally cutting down on damage during shipping, is to make the bikes as small and compact as possible as they are donated. This will be completed by your volunteers before we pick up the bikes. It is imperative that you have **ALL** of your volunteers review our training video available online before the collection. <http://youtu.be/zbvrFKybOUM>

If possible, if you have never participated in a Bikes for the World collection or volunteer night, you should make arrangements to attend a BfW event prior to your collection. Come out and learn how to properly compact a bicycle for shipping so that you can physically show all of your volunteers the correct procedure beforehand. A step by step guide is included at the end of this manual.

## AFTER THE COLLECTION

- Help load the bikes onto the truck. If you can send a volunteer or two to follow the truck to our storage location we may also need help unloading the bikes at one of our storage sites. If anyone is interested in doing this we can try to coordinate it in advance.
- Turn in a collection report to the driver. Most importantly, record the number of bikes collected along with the amount of money and have it confirmed by a BfW representative.
- Clean up the area and leave it as you found it, returning all tools and supplies (including the cleaned banner) to Bikes for the World before they leave the site.
- Thank your volunteers and review the experience with them to identify ways to make it even bigger and better next time. Share this information with Bikes for the World and tell us what helped or hurt your results. **And please share your photos!**
- Direct your donors and volunteers to join us on facebook where they can see the bikes loaded and donated overseas.
- Plan how to handle calls from potential donors that missed the collection.
  - Have a copy of the Bikes for the World collection schedule to identify an upcoming collection or participating bike shop
  - Refer the caller to us [office@bikesfortheworld.org](mailto:office@bikesfortheworld.org) 703.740.7856
  - Accept the bikes and get them to us.



BIKESFORTHETHEWORLD.ORG

MY OLD BIKE IS  
CHANGING LIVES.  
WHERE'S YOURS?



## FREQUENTLY ASKED QUESTIONS

### **How many bikes do I need to collect?**

How many bikes you collect depends on a number of factors from weather to how well you advertise. A typical bike collection yields between 40-150 bikes. The short answer is if you are within 100 miles of our central location there is no minimum requirement for us to pick up your bikes but we'd like to see you get 50 bikes. Before the collection if you can give us some idea of how many you are expecting it would help us plan what size truck to send to your location.

### **How do I find the bikes?**

Ask. You'd be surprised how many bikes are sitting in basements and garages unused. If you simply get the word out about what you are doing you'll be surprised how many donors show up. You can also try working with local businesses, especially bike shops that may send donors your way.

### **Do you accept tricycles?**

No. We accept all types of repairable bicycles, adults and childrens. We also accept portable sewing machines. For a list of what we accept and don't accept see the box above on Bike Donations.

### **What if the bike isn't in perfect condition?**

We will accept a bike in need of repair as long as it is repairable. If the bike has spent a considerable amount of time outside in the rain and contains a lot of rust you should thank the donor but not accept the bike. We accept bikes missing parts, tires without air, and even good quality bike frames without any parts.

### **What does BfW supply?**

We will give you guidance on how to find the bikes. If this is your first time or need assistance at the collection we will provide a BfW representative to help mentor new volunteers. We will also send a banner, tools, and supplies for the collection within 1-2 weeks of your collection date. We will remove the bikes after your event.

### **Where do the bikes end up?**

We wish we could tell you, but we don't always know where the bikes will be shipped. Some stay here locally and others, depending on the type and requests from our partners, could end up in Africa, Central America, or the Philippines. All will go to deserving individuals who will use the bikes to get to work, school, or health services.

# HOW TO PREPARE A BIKE

## A step-by-step guide to get bikes ready-to-ship

TRAINING VIDEO ONLINE AT  
<http://youtu.be/zbvrFKybOUM>

### Steps

Prepping a bike is simple! The objective is to make the bike as small as possible (yet still able to roll), for efficient storage and shipping.

- Begin by **turning the bike upside down** (easy to do grabbing the bike by the handlebars, rolling it forward quickly and inverting it, and setting it down gently on the handlebars and seat);
- **Unscrew** pedals using a pedal wrench (technique: using one hand, grab a pedal and begin pedaling, making the wheel go around, place the pedal wrench on the point where the pedal screws into the crank arm, and push in the OPPOSITE direction to break the pedal loose...hold the pedal wrench in place and simply "pedal" the pedal off. Because they are "opposite-threaded", i.e., comprise a "left" and a "right" pedal, both pedals come off the same way).
- **Roll the bike upright and tie pedals to crossbar** (using twine or plastic ties provided), OR if an empty water bottle cage is available, strap them tightly within. Keep them away from anything that moves!!
- **Unscrew** handlebar stem bolt (top of stem), loosening and permitting handlebar to turn sideways parallel with frame.
- **Re-tighten** stem bolt to hold handlebars in place parallel with frame.
- **Loosen** the second handlebar bolt (look underneath!)
  - Turn the handlebars on 10-speeds **up** (ends should point up) and **re-tighten**.
  - Turn the handlebars on 3-speeds 1-speeds and BMX bikes **down** to reduce height (and **re-tighten**).
- **Lower seat** to minimum extension and **re-tighten**.
- **Remove baskets and child seats** to reduce the bike profile to the maximum. Ensure shifters do not protrude above handlebars where they could break.

### Bike Assessment

- All bicycles received should be in repairable condition and generally rust-free. **Reject bikes with heavily rusted frames or "frozen" chains!**
- Give greater leniency (with respect to condition and in particular, rust) to 1- and 3-speed bikes.
- **Reject frames** (i.e., a bike with no wheels or components), **and bikes with broken frames.**
- When a bike is in such poor condition that it is not worth shipping, thank the person, but reject the bike.

### SAFETY FIRST!



- Wear gloves to protect your hands from cuts and abrasions
- Keep hands, hair, and clothing away from moving parts
- If you are unsure how to perform a mechanical task, STOP and ASK.

**PLEASE REFER TO THE TRAINING VIDEO AT**  
<http://youtu.be/zbvrFKybOUM>



## Important Prepping Tips

- *Ask volunteers if they know how to use cable ties*—there's a right way and a wrong way, and if done the wrong way, the pedals will fall off at inconvenient times. "Listen for the "click-click-click".
- *When unscrewing handlebar:* If the handlebar doesn't immediately loosen, and the stem bolt rises even a quarter-inch above the bar, whack it with hammer or pedal wrench to depress it and loosen the handlebar.
- Remind volunteers to *re-tighten all loosened bolts*. A loose handlebar or seat could come off while bikes are being handled, causing injury.
- For a stuck handlebar or pedal—don't frustrate yourself if it doesn't come off readily:
  - *Lubricate* thoroughly with WD-40 or other penetrant.
  - *Tap lightly* with a hammer to help penetrate.
  - *Wait 20 minutes, and try again*.
  - If bolts are seized and cannot be un-frozen DO NOT force them. While we appreciate bikes coming from collections fully processed, we understand that not all bikes may cooperate.
- As bikes are processed, *sort them by size*: adult multi-speed, adult 1- and 3-speed, & children's bikes.
- *Rotate tasks* to avoid fatigue.
- Quality control: periodically *check* to see that bikes are properly processed (an improperly-turned handlebar means lost shipping space).
- *Schedule* extra volunteers for the last shift, extending beyond the formal close. There will be lots to do including: working on a late surge in bike arrivals, dealing with problem bikes, loading the truck, and taking down banners.

## Eligibility Criteria

*Bikes for the World will accept:*

- Mountain bikes.
- Children's bikes.
- One-speed "cruiser" and 3-speed bicycles.
- Road bikes (commonly referred to as "10-speeds").
- Spare parts and supplies including books, manuals, and tools suitable for working on bikes (e.g. screwdrivers, wrenches, and hammers).
- "Exotic" items including folding bikes, tandems, recumbents, unicycles, mopeds (in working condition), and operating **portable** sewing machines.
- Spare parts, hand tools, and accessories in usable condition—especially wheels, tires, tubes, cables, "flat" handlebars, shifters, derailleurs, pedals, seats, etc.

Handlebars lowered and turned



Seat lowered

\*\*Remove training wheels, pegs, or baskets and make sure brake levers are turned down.

Pedals removed and zip tied to frame

# EMAIL BLAST SAMPLE

Sending an email blast to your contacts or even to a group or maybe bike shop is a great way to get the message out. And send more than one. Ask your friends and volunteers to share the email with their contacts. Make sure you include all the information about your collection in the blast including your email address (in case someone else is sharing the email). You can also consider sharing a link to something on our blog or embedding a picture from our Picasa albums. Include a little message about BfW's progress such as this one from a recent Beth El collection:

*BikesfortheWorld.org just shipped its 100,000th bike to FINCA in Costa Rica, where it will ensure that a young boy gets to school every day, ready to learn!*

## Consider the following text as an example for an email blast about your collection:

We need used bikes to aid developing countries!  
On (date of your collection), from (time of your collection), Bikes for the World is teaming up with (your group or school) to hold a one-day collection of used bicycles at (location of collection). The donated bikes will be distributed overseas, where they will be reconditioned by community organizations to improve the lives of impoverished people by helping them get to work, school and health clinics.

Click on (consider sharing a link to a blog posting, youtube video, or add a photo) for more information (your contact information). Thanks!

## And don't forget to send a reminder email:

THIS SATURDAY! Bring your old bikes, spare bike parts, and a \$10 donation (to help defray the cost of shipping) to (location) between (time). All donations will go to Bikes for the World and are tax deductible. Your old bike could help someone in Africa get to work, school, or health services. Visit [www.bikesfortheworld.org](http://www.bikesfortheworld.org) to see how donated bikes are helping change the world.

## USE SOCIAL MEDIA: Share a photo or blog post to help promote your collection. EXAMPLES:



A Facebook post with a blue header containing the word "facebook" in white. Below the header is a text block: "Juan uses his bicycle for work in Honduras. His bike allows him to travel four times faster and carry four times as much than if he walked. Donate your bike today and help change lives. One bike benefits four people overseas." Below the text is a photograph of a man in a light blue shirt and a grey cap, standing next to a bicycle heavily loaded with bunches of yellow bananas. The background shows a dirt road and some greenery.



A Facebook post from "Bikes for the World" dated January 29 at 5:36am. The text reads: "Why is Kenda Tires so important to our shipment to Costa Rica this week? The tires of course!" Below the text is a photograph showing several people in a workshop or outdoor area. One person in a blue shirt is working on a bicycle tire. There are many bicycles and tires scattered around. Below the photo is the caption: "Bikes for the World: Where The Rubber Meets The Road".

## PRESS RELEASE TEMPLATE

PRESS RELEASE

DATE

NAME

CONTACT INFORMATION

[Insert: City, State] Bike Collection to Aid Developing Countries

[City, Date] Bikes for the World will team up with [your organization name] to hold a one-day collection of used bicycles at [location] on [date]. The donated bikes will be distributed overseas where they will be reconditioned and reused to improve the lives of impoverished people by helping them get to work, school, and health services.

“Donating a used bicycle can have a profound impact,” said Keith Oberg, Director of Bikes for the World. “In the United States, most Americans view their bikes as recreational. In developing countries and rural areas, bikes mean mobility, and that is a powerful gift.”

The mid-Atlantic organization of Bikes for the World has quietly become the largest program of its type in the U.S. Collections have been held from North Carolina to New York, to collect, prep, and ship thousands of bikes annually. Bikes for the World has developed a reputation for shipping high-quality used bicycles to reputable non-profit partners in Central America, Africa, Asia and the Caribbean Basin.

These non-profit partners train and employ local workers to recondition the bikes. Some of these organizations sell donated bikes at modest prices, to support their employment, training, and other community service activities. Others donate bikes to people in exchange for volunteer work or to qualifying students who live at a distance from school. Beneficiaries include low-income farmers, small-business people, and students, as well as community health, literacy, and agricultural extension workers.

### **About Bikes for the World**

Bikes for the World "re-cycles" used bikes to transform lives. We work with volunteers, community groups and businesses to collect, "prep", and donate bikes to non-profit partners around the world. These partners refurbish and channel the bikes to people who rely on them: for health workers to reach patients, students to get to school and workers to get to work. Bikes for the World is a community of people helping people. Our vision is to achieve an ever-larger impact here and abroad by reducing waste and helping the poor earn more, learn more, and live more healthy lives. Bikes for the World donated its 100,000<sup>th</sup> bike in November 2014. Bikes for the World is an independent, qualified 501 (c) 3 non-profit. For more information, visit [www.bikesfortheworld.org](http://www.bikesfortheworld.org) or call 703.740.7856.

*NOTE: consider adding something unique about your organization. Why should a reporter want to cover this story about you? What is the LOCAL angle to this event? Do you have a connection to a country we serve overseas? Have you been collecting bikes for X number of years? Is your school focused on recycling and using this as a learning tool? What is going to make this an interesting read?*