

# Warrior of Faith Sponsored Poker Run

## Basic Guide

We have been asked a number of times to give a basic layout on how to put on a poker run. Some of you have either put on, or participated in many Poker Runs, but some of you are new to them, so here goes.

Make sure you contact all of your surrounding Warrior of Faith chapters to try and get them on board for this poker run as well. Once you have commitments from 1 or more chapters, set the day and time of the poker run.

### Step One:

- **Your Objective:** Why are you putting on a poker run? Typically, it's to raise money for a specific cause, family, group or an event your Warrior of Faith chapter(s) wants to put on, maybe like a large "Unity Ride".

Set your date and time of the event. You should also know how much money you're trying to raise. It's not a good idea to just say, we will raise what we raise, but I'll address more about that later.

### Step Two:

- **Planning Your Route:** Let's start with the length of the route. Typically, poker runs range from 50 to 150 miles. It depends on how long you want the event to last. A good range is usually about 100 miles, which could take around 2-4 hours depending on stops. Usually, you'll have five stops, that may include or exclude counting the ending location as a stop. Each stop is a checkpoint where participants draw a card for their poker hand.

Next is to choose the route. Choose a scenic route that is safe and enjoyable. Make sure your starting point and finishing point have adequate places to park, especially your ending location so it can accommodate the activities you choose to have, things like handing out the prizes, swag and food once the poker run is completed.

Make sure you know way in advance:

1. Who is leading the ride, and that person is familiar with leading a large group and all of their responsibilities that come with leading.

2. Who is behind the ride and that person is familiar with leading a large group and all of their responsibilities that come with riding behind.
3. Who will be the volunteer driving a support vehicle for emergencies, carrying supplies, and assisting any riders who might have mechanical issues.
4. Ensure everyone riding has safety gear and that you have a safety plan in place. Make sure you have a way to keep in touch with the leaders during the ride.

### **Step Three:**

- **Choose Your Stops:** Pick locations that are biker-friendly, like local diners, cafes, parks, church parking lots, Harley Davidson dealerships or even school parking lots. Make sure you coordinate, well in advance, with a representative at each stop to ensure they're on board and know the expected number of riders that might stop at that location on the day of the poker run.

When choosing your stops, it's always a good idea to try and have areas that have a restroom, remember not everyone will be 25 with bladders the size of a football.

### **Step Four:**

- **Volunteers and Support:** A successful poker run will rely heavily on your volunteers. You'll need volunteers to help with things like, but not limited to, selling tickets, promoting the event, registration, handing out cards, managing each stop, coordinating the handing out of the prizes, swag, preparing and serving the food, and of course the cleanup.

Make sure you know exactly how many volunteers you will need. As your list of volunteers grows, keep a list of their names, email address and cell phone numbers so you can develop a group email to contact them all at least weekly and then daily the week of the event sending reminders and/or updates. Always have a few standby volunteers in case of sickness or unforeseen circumstances.

### **Step Five:**

- **Prizes/Swag/Food:** The first thing you will need is a flyer or brochure you can hand out to participants, volunteers, stores or groups. This should include all the information about the ride, especially its objective.
  - Prizes - It's going to take volunteers combined with work, work, and more work, to get prizes donated for your poker run to be very appealing. Start by listing all of the places you want to go to for donations. Make sure your poker-

run objective and your sales presentation are both very clear when approaching places. Divide the places that you want to approach by the number of volunteers you have for this step of the poker run, then assign them. You're looking for companies to donate either product, gift certificates, services or even cash. Develop a sales presentation and practice it with the volunteers willing to help. Great preparation will yield great results!

- Swag – Its nice to be able to give something to each rider and volunteer at the end of the poker run. Something small like a pin, sticker or anything else that may will remind them of their participation in your “Poker Run”.
- Food – You may decide not to have food at your poker run, but if you do, decide to, what you will have for food and drinks. Usually at least having drinks is a good idea, either at each stop or at the end, everyone will be thirsty.

### **Step Six:**

- **Marketing:** This is one of the most important steps. If you have no riders, you'll raise no money, and that great cause which was your objective may have really needed those funds so put in the effort needed for this step.
  - Targeted amount- Of course you want to raise as much money as possible for your cause, but you should have a targeted amount you want or need to raise. Let's say you want to raise a thousand dollars; well, you have to add in the cost of all your expenses, things like but not limited to, brochures, flyers, tickets, food, drinks and any other cost associated with your Poker Run.

Typically, tickets can range anywhere from around \$20 to \$50 per person. Sometimes, if the event includes meals, swag, or other perks, the price might be a bit higher. It all depends on the scale of the event and what you're offering.

Let's say your tickets are going to sell for \$30 dollars, the amount you want to raise for your cause is \$1,000, and your cost to put on the event is \$500., then you will need to sell a minimum of 50 tickets. Everything over that is icing on the cake for your cause. Your chapter members, volunteers, friends and family will try preselling a minimum of 50 tickets. If your members, volunteers, friends and family total 20 people, ask them each to commit to selling 5 tickets, that's a great start! Of course, tickets will also be sold at the

poker run registration table. Make sure you contact all of the riding groups in your area as well as other warrior of faith chapters close to you.

#### **Step Six:**

- **Registration:** The big day is finally here. Your registration table is all set up and people are showing up and buying tickets. Once you set up your registration table make sure you have adequate signage directing people there.

Sometimes, if you choose, you can direct every rider to go to the registration table to get there “Poker Run” swag, that way they may be moved to also donate to the “Donation Box” to help support the cause.

When it’s time, using your bull horn, get all the riders ready, have someone pray over the ride and the riders. LET THE POKER RUN START!

#### **Step Seven:**

- **Wrap-Up:** After the ride, if you are going to have food, everyone can start eating. During the meal you can give out the prizes as well as swag if you did not hand out anything at the registration table. You will be handing out prizes for things like but not limited to, best poker hand, worst poker hand, oldest rider, youngest rider, furthest distance travelled rider, best-dressed rider, best bike or vintage bike, these are just some ideas, and of course this will depend on the prizes you were able to get donated.

Close the Poker run with a prayer, thanking everyone for their participation, especially the volunteers. Remind everyone what the day was for, and how everyone’s participation really helped .