

How to Host a Bike Drive



1422 Main St. E. Hamilton, ON

Why host a Bike Drive?

New Hope Community Bikes is a charity that teaches bike repair and safe cycling skills in Hamilton. Donated bikes are refurbished by staff and volunteers to create affordable, sustainable transportation. Donated bikes are sold for a reasonable price, given away to Newcomers to Canada, and used as teaching tools. All of the proceeds of bike sales go back into getting more people on bikes, and teaching safe riding skills to children and adults. We refurbish 300-400 bikes per year.

Decide on a date for your drive.

Having a date helps motivate people to haul those old bikes out of their garage or basement. A centralized location to collect bicycles will make it easier for people to bring bicycles in. If you have storage you can hold a drive over several weeks, allowing people the flexibility to drop off their well-loved rides when they can.

Decide on a location for you drive.

New Hope Community Bikes can arrange to pick up bikes and can take 35 bikes at a time once from the decided location.

Advertise, Advertise, Advertise

Be creative in how you advertise your bike drive. Some ideas that have worked in the past include making an announcement in a newsletter, putting up posters or a large roadside sign, sending out a mass email, or mailings by postal code to target specific neighbours.

Another way to **entice people** to donate is to offer a grab bag of goodies for those who donate. If you can get local businesses to offer coupons, gift certificates, or discounts, this may increase the amount of donations you get (while also getting people to support local businesses).

Use social media! Post a message on Facebook, send out a tweet on twitter, get others involved with campaigning.

Execute

Collect the donations. Be sure to thank each donor personally, and feel free to pass our thanks on as well. For one day events New Hope Community Bikes can provide a staff or volunteer who will help organize bikes as they come in on the day of the drive. Simple things like removing pedals, turning handlebars, and pumping up flat tires will help make the work on our end easier for storing bikes and refurbishing them.

Get them to the shop

Coordinate with New Hope Community Bikes about how the bikes can be delivered. Depending on the number of donations, it might be best to call ahead to the shop. If you have a significant number of bikes, staff members will suggest the best times to drop off as well as directions for where to park at the shop.

Other options for support

Consider supporting New Hope Community Bikes financially. As a registered charity we can accept donations through CanadaHelps, a reliable website that makes it easy to donate to charities online. We rely on external donations and grant funding to offset the cost of refurbishing bikes and running our community development programs.

Contact

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Building community through bicycles.