



ROSWELL PARK
CANCER INSTITUTE

The Ride For Roswell Extra Mile Club Survey

Please complete the below survey and return to The Ride For Roswell at the address listed below. This survey is also available online at www.RideForRoswell.org.

Name: _____ Phone/Fax: _____
Address: _____ City, State, Zip: _____
E-mail address: _____ Cell: _____
Company: _____ Team (If applicable): _____

1. What is your relationship to Roswell Park Cancer Institute? (Check all that apply.)

- Patient/Survivor: Roswell Friend or family of current or previous patient /survivor Roswell employee
 Patient/Survivor: Other Roswell volunteer No personal connection Other: _____

2. How did you hear about The Ride For Roswell? (Check all that apply.)

- Family or Friend Radio: _____ (station) TV: _____ (station) Newspaper ad/story: _____ (station)
 Bus Ad Billboard Ride Website Other Website: _____ (site) Ride Email Facebook Ad RideConnect.org
 Other social networking site (MySpace, LinkedIn) Through Roswell Park Employer/Organization (name): _____
 Brochure/poster display in the community – Where: _____ Other: _____

4. How many years have you participated in The Ride For Roswell?

- 1 2 3 4 5 6 7 8 9 10 11 12 13 14

5. In what years have you been an Extra Mile Club Member (raised \$1,000 or more)?

- 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

FUNDRAISING & WEB-BASED QUESTIONS

6. When did you begin your fundraising effort:

- Before January January to March April May June Two weeks before event or less Only paid the minimum

7. Approximately how much did you raise? (Please select the closest range)

- \$1,000 - \$2,499 \$2,500 - \$4,999 \$5,000 - \$9,999 \$10,000+

8. Would you conduct all or more of your fundraising online if additional or higher-end incentives were offered? Yes No

9. If The Ride pledge minimum was increased, at what level would you stop participating? (Current pledges: \$100 minimum, \$50 for kids 9 and under)

- \$150 \$200 \$250 Other: _____ I would not stop based on the minimum pledge.

10. Which fundraising techniques did you use? (Check all that apply)

- Personal webpage to send email Mailed letters provided by Ride Mailed postcards provided by Ride
 Mailed note cards provided by Ride Ride Piggy Banks Sent email from your own account
 Mailed a letter you wrote yourself Held a fundraising event Handed out Ride business cards
 Other: _____

11. Which fundraising tools did you use? (Check all that apply)

- Ride Website Ride Coordinator Phone Conversation RideConnect.com
 Ride Rally Pledge Sheets Fundraising Guide & Tips
 Ride Posters Team Tools Other: _____

12. Where do you prefer to get updated information about The Ride For Roswell?

- Ride website Ride emails Calling the Ride office Rider & Fundraising Guides by mail
 Ride newsletters by mail RideConnect Pre-Ride events (Rally, Orientation, Kick-Off, and Pledge Party)

13. Please describe the reasons why you visit the Ride website: www.RideForRoswell.org.

On behalf of the patients we serve, Roswell Park Cancer Institute would like to thank you for participating in The Ride For Roswell. Thank you for taking time to fill out this brief survey and helping us improve The Ride in the future.

The Ride For Roswell
www.RideForRoswell.org
Roswell Park Cancer Institute
Elm and Carlton Street
Buffalo, NY 14263

Phone: 716-THE-RIDE (843-7433) * Fax: 716-845-8705 * RideForRoswell@roswellpark.org

14. Do you have comments or suggestions about your "My Ride" personal fundraising webpage that the Ride provides?

15. If you visited www.RideConnect.org, what features did you use or what did you find most helpful on this site?

RIDE DAY QUESTIONS

16. Which route did you Ride?

- 62.5 mile Alabama Ride 44 mile Akron Ride 33 mile Clarence Ride 30 mile River Ride 20 mile River Ride
 8 mile Creekside Ride 3 mile Family Fun Ride Virtual Rider EMC/Peloton Rider

17. How long did you stay at the Extra Mile Club tent at the Ride this year?

- Didn't go there Picked up merchandise and left 15 minutes 30 minutes 1 hour 2 hours or more

18. What would you like to see done better or differently in the EMC tent next year?

19. Which of these Extra Mile Club benefits did you receive or take advantage of on Ride day? (Check all that apply.)

- Massage Bike cleaning Private bath facilities Personal photograph
 Goody bags Prize giveaways Celebrity appearances Parking pass
 EMC jersey New Era hat Separate morning breakfast Catered lunch

20. Which of these EMC benefits did you take advantage of during the time before or after the Ride? (Check all that apply.)

- Fall EMC recognition event Monthly contests

21. Are there additional EMC incentives and other benefits you would like to see offered to Extra Mile Club members?:

PELOTON RIDERS ONLY

22. When did you participate in the EMC Peloton? 2009 2008

23. How did you feel about the speed of the Peloton? Too slow Too Fast About right

24. Do you plan to ride the Peloton again next year? Yes No Not sure

FUTURE RIDE EVENTS

25. If offered, would you be interested in attending general training rides or joining a Ride Bike Club? Yes No

26. What three things (more routes, shopping booths, patient area, 5K run, two-day event, new location) would you most like to see in future Ride For Roswell events? Please be creative and share your wildest ideas.

- 1) _____ 2) _____ 3) _____

27. Any general comments or suggestions on how Extra Mile Club or Peloton can be improved in the future?

28. Would you like to be a part of our Ride planning committee for next year? If so, please include your name, telephone number, and email address. Yes No Possibly, please send me some information

Address _____

Phone _____

Why did you choose to participate in The Ride For Roswell? (featured on RideConnect.org)

On behalf of the patients we serve, Roswell Park Cancer Institute would like to thank you for participating in The Ride For Roswell. Thank you for taking time to fill out this brief survey and helping us improve The Ride in the future.

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