



ROSWELL PARK  
CANCER INSTITUTE

# The Ride For Roswell Rider 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](http://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 Hospital       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: \_\_\_\_\_

**3. How has your impression of Roswell Park Cancer Institute been affected as a result of The Ride For Roswell? Comments welcome**

- Much more favorable       More favorable       No change       Less favorable

**4. Do you participate primarily to support Roswell Park Cancer Institute or for the experience of the sporting event?**

(Select one of the available choices or enter other.)

- To support Roswell Park Cancer Institute       For the experience of the sporting event       Other: \_\_\_\_\_

**FUNDRAISING & WEB BASED QUESTIONS**

**5. When did you begin your fundraising efforts:**

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

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

- \$50-\$99       \$100 - \$249       \$250 - \$499       \$500 - \$999  
 \$1,000 - \$2,499       \$2,500 - \$4,999       \$5,000 - \$9,999       \$10,000+

**7. What type of benefits or activities would encourage you to become an Extra Mile Club member (Riders raising \$1,000 or more)?**

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

(Please explain your answer above or list incentives that would encourage you to fundraise online).

**9. If the pledge minimum to participate in The Ride For Roswell was increased, at what level would you stop participating?**

(Current pledges: \$100 minimum, \$50 for kids 9 and under)

- \$125       \$150       \$200       \$250       Other: \_\_\_\_\_       I would not stop based on the minimum pledge.

On a scale of 1 to 10 with 1 being DISAGREE STRONGLY and 10 being AGREE STRONGLY, please rate each of the following attributes:

**10. The Ride provided support to help me meet my fundraising goals.**

- 1       2       3       4       5       6       7       8       9       10

**11. Gift cards (and other rewards) for reaching higher fundraising levels are important.**

- 1       2       3       4       5       6       7       8       9       10

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 help us to improve the Ride for next year's.

The Ride For Roswell  
[www.RideForRoswell.org](http://www.RideForRoswell.org)  
Roswell Park Cancer Institute  
Elm and Carlton Street  
Buffalo, NY 14263

Phone: 716-THE-RIDE (843-7433) \* Fax: 616-845-8705 \* [RideForRoswell@roswellpark.org](mailto:RideForRoswell@roswellpark.org)

12. Having a Pledge Turn-in Party the week prior to the Ride was better than the week of the event.

1  2  3  4  5  6  7  8  9  10

13. It was easy to navigate [www.RideForRoswell.org](http://www.RideForRoswell.org) and find information about fundraising and the event.

1  2  3  4  5  6  7  8  9  10

14. The set-up of my personal fundraising page was easy to do and use.

1  2  3  4  5  6  7  8  9  10

15. I found the Fundraising Toolkit I received or requested in the mail efficient and effective in my fundraising efforts.

1  2  3  4  5  6  7  8  9  10

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

Personal Webpage & Email  Pre-Written Letter & Letterhead  Postcards  
 Note Cards  Piggy Banks  Business Cards  
 Fundraising Guide Booklet Tips  Held a Fundraising Event  Other: \_\_\_\_\_

17. If you did not attend a Ride Rally, what would make you want to attend? (Cycling, wellness or fundraising advice)

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

Ride website  Ride email messages  Calling the Ride office  Rider & Fundraising Guides by mail  
 Ride newsletters by mail  Ride Connect  at pre-Ride events (Rally, Orientation, Kick-Off, and Pledge Party)

19. Please describe the reasons why you visit the Ride website: [www.RideForRoswell.org](http://www.RideForRoswell.org).

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

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21. If you visited [www.RideConnect.org](http://www.RideConnect.org), what features did you use or what did you find most helpful on this site?

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22. Do you have comments or suggestions about the fundraising toolkit that the Ride provides?

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### GENERAL EVENT QUESTIONS

On a scale of 1 to 10 with 1 being DISAGREE STRONGLY and 10 being AGREE STRONGLY, please rate each of the following attributes:

23. The Ride For Roswell event overall was well organized.

1  2  3  4  5  6  7  8  9  10

24. How would you rate the start line experience? (directions, safety instructions, motivation).

1  2  3  4  5  6  7  8  9  10

25. The post-Ride picnic was well-run and food and entertainment quality were good.

1  2  3  4  5  6  7  8  9  10

26. The Food Tent Area worked well with regard to wristbands for control.

1  2  3  4  5  6  7  8  9  10

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27. What time did you leave The Ride? (Please select the closest range)

- Before 11 a.m.
- 11:30 a.m.
- Noon
- 12:30
- 1:00 p.m. (After Ride Presentation Completed)
- 1:30 p.m.
- 2:00 p.m.
- 2:30 p.m.
- 3:00 p.m.
- 3:30 p.m. or later

28. Please list any suggestions or comments for the Ride Presentation from the stage and or post ride picnic?

**RIDE ROUTE BASED QUESTIONS**

29. 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
- Peloton Rider

30. Please make any general comments about the route you chose to ride.

On a scale of 1 to 10 with 1 being DISAGREE STRONGLY and 10 being AGREE STRONGLY, please rate each of the following attributes:

31. The route I rode was easy to follow, clearly marked and I felt safe on my route.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

32. Enough volunteers were on the route (Route Guides, Riding Marshals, bike mechanics) to make me feel that the event was well-planned and well-organized.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

33. There was adequate food, water and rest room facilities available to me at the rest stops.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

34. If offered, would you be interested in attending general training rides on cycling before Ride day?  Yes  No

35. How can we better prepare our riders to make it a safe and healthy ride for all (Suggested cycling tools):

**FUTURE RIDE FOR ROSWELL EVENTS**

36. How likely are you to take part in The Ride For Roswell next year? For what reason did you answer below: \_\_\_\_\_

- Highly Likely
- Likely
- Neutral
- Unlikely
- Highly Unlikely

37. What three things (ex: more routes, shopping booths, patient area, 5K run, 2 day event, location) would you most like to see in future Ride for Roswell events? Please be creative and share your wildest ideas.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

38. Any general comments or suggestions on how The Ride For Roswell can be improved in the future?

39. Would your school, community group, or company be interested in organizing your own Roswell Riders cycling themed event next year in your community?  Yes  No  Possibly, please send me some information

Group Name: \_\_\_\_\_ Type of Event Interested in Having: \_\_\_\_\_

40. 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

SHARE WHY YOU RIDE WITH US: Why did you choose to participate in The Ride for Roswell?

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