

# **SPINNING®**



## **NATION**

JUNE ■ 28 ■ 2008

### **FREQUENTLY ASKED QUESTIONS**

#### **WHO WE ARE – BACKGROUND AND EVENT STRUCTURE**

**1. What is Spinning®?**

Taught by 175,000 certified instructors at 35,000 Official Spinning® Facilities worldwide, the Spinning® program is the original and most popular group cycling class. The Spinning® program is more than just a great workout-it's a comprehensive training program specifically designed to offer participants targeted heart rate training, expert coaching and a unique mind/body experience. Certified Spinning® instructors undergo the most rigorous and comprehensive training regimen of any indoor cycling program. The most widely used indoor cycling bike in the industry, Spinner® bikes are built to complement the Spinning® program, featuring adjustable seat and handlebars, durable components and cycling-inspired ergonomics that lend a real bike feel.

Spinning® is a registered trademarked brand owned by Mad Dogg Athletics. Only facilities that use STAR TRAC® bikes and instructors who are certified under the Mad Dogg Spinning® certification program are invited to participate in this event.

**2. What is Spinning® Nation?**

On June 28<sup>th</sup>, all registered Spinning® facilities across the US will conduct 4 consecutive 1-hour Spinning® classes. All registered participants are fundraising to raise money for three charities: Athletes for a Cure, Cancer Schmancer, and AIDS Research Alliance. This is the only official national Spinning® event endorsed by Mad Dogg Athletics.

**3. Who is Sportsgrants?**

Sportsgrants, Inc. is a 501c3 non-profit organization that is not affiliated with any specific charity. We produce fundraising events that benefit causes and charities that we support. Only the charities that are invited are able to receive monies raised by Sportsgrants, Inc.

**4. How does Spinning® Nation Work?**

Once you decide to participate, you can register your facility for the event (see registration section for details). Within 48 hours your club's registration will be complete. Each facility will then recruit one ambassador and four to eight instructors to teach the four one hour segments. A box of postcards, posters and table tents will be mailed to your facility, so your ambassador can display them

and promote Spinning® Nation. Riders will then begin to register. Each ambassador, rider and instructor will register through [www.spinningnation.org](http://www.spinningnation.org). Upon completing registration a fundraising page is created for you. You can customize this page and send then send out emails to your address book to collect donations. On June 28<sup>th</sup>, go to your facility and attend your Spinning® class and celebrate all of your success with people just like you who chose to support Spinning Nation!

## REGISTRATION

### **5. How do I register my facility?**

All registration starts on our website, [www.spinningnation.org](http://www.spinningnation.org). From the homepage menu, select “How do I register” and click on “Spinning Facility”. You will be directed to input all needed information. Only 500 clubs are permitted to register for this 2008 event.

### **6. I've registered my facility. Why don't I see my facility listed when I register instructors?**

Please allow 48 hours from the time you register your facility before it appears on the instructor/ambassador registration page. This information is input manually every day. If you do not see your facility name after 48 hours, please contact us and we will make sure registration is complete. Email [info@spinningnation.org](mailto:info@spinningnation.org) for assistance.

### **7. I am having difficulty completing my registration, or need to make a registration change. Who can help me?**

You can receive registration assistance from our online registration provider, Active.com. You can reach Active's Customer Support team by phone at 877-228-4881 and then press option 2 for assistance. You can also email [info@spinningnation.org](mailto:info@spinningnation.org).

## FUNDRAISING

### **8. How do I fundraise?**

When you register for Spinning® Nation an online fundraising page is automatically created for you. An email notification is sent to you when your Spinning® Nation registration is successfully completed. Your email notification contains a link to your donation page at Active Giving. Simply follow this link to customize your fundraising page and e-mail your link to family and friends to raise money online. You can also access your fundraising page by visiting [www.active.com/donations](http://www.active.com/donations) When your friends and family receive your email they click on the link and are connected to your fundraising page. Once there, they enter the amount of the donation and their credit card information. You can also visit your fundraising page anytime to check your progress.

### **9. Can we just send in checks and cash? How do I receive credit for those donations?**

If your friends and family are not able to donate online, they can print out an Offline Donation Form and mail it to us with their donation. The link to this document can be found at <http://www.spinningnation.org/HowtoRegister/GeneralDonations/tabid/69/Default.aspx>. This form contains everything a donor needs to know to send in their checks or cash.

**10. I am having trouble setting up my donation page, or do not see a donation credited to my name. How do I get help?**

You can receive fundraising assistance from Active.com. You can reach Active's Customer Support team by phone at 877-228-4881 and then press option 2 for assistance. You can also email [info@spinningnation.org](mailto:info@spinningnation.org).

**11. What if I can't raise the suggested fundraising amount?**

We believe you can do it! The suggested minimum is \$250 per hour in fundraising and priority in seating will go to anyone raises \$250 or more. We've made fundraising as easy and carefree as possible. If you follow the online giving process, we believe you will easily reach the \$250 goal. You only need 10 people to respond to your email with a donation of \$25. Our average donation as of April 30, is \$48!

Remember, on the day of the event, everyone who has raised the suggested amount will have first selection of bikes. If there are rider bikes still available, and someone who did not reach this goal would like to ride, we suggest offering them the bike, of course! The only bummer is that they will not be able to receive our really cool Spinning Nation t-shirt.

**12. Do instructors have to raise \$250 per segment?**

The suggested minimum for instructors is \$250 total, not per segment. So if one instructor would like to teach more than one segment, it is still just \$250.

When an instructor reaches the \$250 goal, they receive our Spinning® Nation dri-fit T-shirt, an awesome Spinning® Nation bike jersey/shorts, and a really cool Spinning® Nation bag. Not bad for \$250! We believe that every person involved in this event should experience the purpose of helping to raise money for the three charities.... hopefully, on event day, the instructors and riders together will all feel like they have really accomplished an amazing feat!

**13. Should riders raise the suggested \$250 per segment?**

Yes! Riders are invited to ride as many segments as they would like. The suggested minimum is \$250 per hour in fundraising and priority in seating will go to those who have raised \$250 for that hour. Go for it!

**14. Do you have any suggestions on how I should get started fund raising?**

Yes! Here is one plan you can follow to raise \$500 in just 5 days! The average rider goes far above and beyond the suggested \$250 minimum pledge. It is helpful to set a fund-raising goal and break target amounts into smaller, more manageable increments.

DAY 1 Start by sponsoring yourself for \$25

DAY 2 Ask two family members to sponsor you for \$25

DAY 3 Ask 10 friends to each contribute \$25

DAY 4 Ask four co-workers to each contribute \$25

DAY 5 Ask three businesses you use frequently to sponsor you for \$25

There you have it....\$500 in five days by sending only 17 emails through your fundraising page at Active.com

**15. Do I have to pay any money to participate?**

Not unless you want to make a donation yourself! When you register, you don't have to pay. You are making a commitment to RAISE (via donations from your friends and family) the suggested \$250 by June 28<sup>th</sup>, 2008.

**16. Can we raise more money than the minimum required \$250?**

Absolutely!

**17. Does the Ambassador have to raise money too?**

No. Since the Ambassador will have some responsibility with helping us on the day of the event, we are waiving the suggested minimum for fundraising. In fact, we thank the Ambassador with a free Spinning® segment at the event, a Spinning® bag, Spinning® Nation t-shirt, Spinning® Nation jersey and shorts!

## CHARITIES

**18. Can we support the charity of our choice?**

There are three charities supported by this event: Athletes for a Cure, Cancer Schmancer and AIDS Research Alliance. All monies raised by this event will be split evenly between these three organizations.

## AWARDS

**18. What are the Rider awards?**

**\$250 Fundraiser** - Spinning® Nation performance t-shirt

**\$500 Fundraiser** - Spinning® Nation performance t-shirt and official Spinning® bike shorts

**\$1000 Fundraiser** - Spinning® Nation performance t-shirt, official Spinning® bike shorts, Spinning® jersey and bag

**Please see rules for delivery and shipment details.**

**19. When do we get our awards? What are the award rules?**

T-shirts and backpacks will be shipped in time for the event to each person who has raised their minimum fundraising requirements by June 9<sup>th</sup> at 9am (PST).

Jerseys and bike shorts will be shipped in time for the event to all Ambassadors and Instructors who have raised the minimum fundraising requirements by June 9<sup>th</sup> 2008 at 9am (PST). All Rider jerseys and shorts will be ordered on June 29<sup>th</sup>, 2008 with an expected delivery of 4-6 weeks post-event, to each participant who has raised the minimum fundraising requirements.

In order to guarantee event day awards to be received by June 28<sup>th</sup>, minimum fundraising requirements must be met no later than June 9<sup>th</sup> at 9am (PST) We will do our absolute best to ship out awards promptly after June 7<sup>th</sup> for those that

have met their minimum fundraising goals. We do not guarantee delivery by June 28<sup>th</sup> if minimums are met after June 9<sup>th</sup>.

Awards will be shipped to the size preference and address provided from the online registration. Items may be returned if they have not been worn and are in original packaging. You will be responsible for shipping, unless the return is due to our error. Our orders are size-specific based on what was entered on the online registration form, so we are not able to guarantee availability of another size, although we are happy to do our best to fulfill each request.

**20. What material are the tshirts made out of?**

The t-shirts are made by Zorrel, and are made with a poly-cotton blend that is a dry-weave material. This is great because it dries quickly and does not absorb odors as much as regular tshirts.

**INSTRUCTORS & AMBASSADORS**

**21. I'm a certified instructor, but our club doesn't use Star Trac bikes. Can we still participate?**

If your facility uses Schwinn bikes instead, this would still be ok as long as there is an intention on the part of the facility to promote Mad Dogg Athletics and the Spinning® brand. There would also need to be a general understanding that when the bikes need to be replaced that they would be replaced by Star Trac® (the current official Spinning® bike).

If neither brand bike is used by your facility, then the answer would, unfortunately, be no. If you are certified through Mad Dogg Athletics, we suggest looking for a facility in your area and asking them to participate at the event! We'll help you if you'd like.

**22. Can I be both an instructor and an Ambassador?**

Yes! Make sure to check the box on your instructor registration form that says you are both the instructor and ambassador! Note, we only need one ambassador per facility.

**23. I'm the Ambassador. What do I do?**

We will be calling each and every Ambassador throughout March and early April. We will introduce ourselves and describe your role. Basically, you will receive all marketing materials (fliers, table tents, banners, bike numbers). You will be responsible for delivering these and displaying them at your facility. Between now and the event, you will be encouraging folks to register and to call us with questions (You don't have to answer them!) On the day of the event, we will send you the completed sign up sheet. You will need to put the bike numbers for the event, and make sure every participant is where they need to be. Afterwards, we will have you mail us remaining materials and any checks that were brought to the event directly.

As our thank you, you don't have to raise any money. You get to ride an event segment for free, and we will send you all of the awards complimentary (Spinning® Nation tshirt, jersey, shorts and Spinning® bag).

**24. When will I receive materials for our facility?**

We are mailing out the initial materials beginning April 1 to facilities. This packet will include: posters, postcards and table tents to place at the facility.

We will send you the final event sign-up roster the week before the event.

**25. What if no one signs up for my classes?**

It is WAY too early to worry about this.... But begin by telling everyone you know about this event! We will be sending postcards to the facility. Pass them out, and ask us for more if you need them. Tell folks to come to the website. We will be advertising this event across the nation and in the media leading up to June. Fran Drescher (of Cancer Schmancer) is a celebrity, and she will be attracting a lot of attention. We will have special news reports of exciting information on our homepage. You are not alone in supporting this event. And remember: it is for a really valuable cause. If you get inspired, so will the people you talk to. Don't hesitate to ask us for help.