

Ride of Silence Organizer Checklist

Before the Ride

Planning

- Enlist the help of volunteers in the bike community
- Enlist the help of local bike shops – e.g. to offer SAG support, local bike clubs and riding groups
- Solicit donations for fabric to make black and red armbands for the event
- Find a location for a possible post-ride gathering and donations for snacks

Planning the route

- Night of ride start/end location
- Plan for ease of access
- Route (flat and approx. 10-12 miles)
- Gather a planning committee (optional)
- Do a test ride to check road conditions
- Will you pass any ghost bikes and/or sites of local bike crashes?

Working with local authorities

- Let your local officials know what you are doing and why, including mayor's office and police
- Are any permits and/or fees required? (work with local officials)
- Get a police escort if possible (this could be a patrol car at the front and rear of the group or motorcycle or bicycle patrol acting as ride marshalls)
- Contact your local bike advocacy group
- Do you need insurance? (see the bottom of the [FAQ page](#))

Promoting

- Distribute posters, signs, mini flyers all over town – this ride is for everyone in the community
- Contact local media
- Add your ROS to local and state web cycling calendars of events
- Look to other ride organizers in your area/state and collaborate on your promotion
- Post to cycling forums, social media and email as many cyclists and friends/family who own bikes as you can
- Driving directions/Maps
- Tell someone where you are going and when you'll be back

Night-Of the Ride

- Have a sign or banner visible for all
- Post and recite the Ride of Silence poem
- Remind everyone why they are there
- Provide black and red armbands
- Have flyers to hand out to bystanders
- Helmets are mandatory; lights are suggested
- Invite attendees to a post event gathering at a local eatery/coffee shop/park district for people to visit, socialize and network; consider it a celebration of the lives of those being remembered.

Additional Resources

<http://www.rideofsilence.org/faq.php>

<http://www.rideofsilence.org/resources.php>

<http://www.rideofsilence.org/howto.php>