



# Bicycle Ambassador Cheat Sheet

## SF Bicycle Coalition 101

### Mission

12,000 members strong working to transform San Francisco's streets and neighborhoods into safer, more livable places by promoting the bicycle for everyday transportation.

### Vision

A city in which anyone ages 8 to 80 can feel safe riding their bicycles. We believe we will accomplish this through designated bike space, bike access on transit, smooth pavement, and secure bike parking.

### Project Areas

- **Connecting the City:** Continuous crosstown bike routes
- **Education:** Free biking classes for youth & adults, as well as taxi driver & Muni driver training
- **Bike Parking:** on the street, at work, valet at events
- **Regional Transportation:** BART, Muni, & Caltrain

### Solutions

More people bicycling means a healthier San Francisco – more people are physically active, our environment is cleaner, we are less dependent on foreign oil, and our streets and neighborhoods are safer and more livable.

## Signing Up New Members

### 1. Information

Have new member enter their name, address, etc.

### 2. Household

Ask if they'd like to add other members at the same address (\$15 each).

### 3.\$

Collect cash, check or credit card

### 4. Review

Make sure the information entered is legible

### 5. Packet

Hand over membership kit and temporary membership card. Permanent card should arrive within a week.

### 6. Fold n' Clip

Attach cash/check to form, fold in half and put both in the membership form envelope.

### 7. Welcome

Warmly welcome the new member to the SFBC

## Recruiting Members

### 1. Learn

- Assess their mood
- Introduce yourself
- Do they bike?
- SF Bicycle Coalition knowledge
- Show interest

### 2. Share

- Tie your learning into sharing points
- What the SF Bicycle Coalition is (and what it is NOT)
- Why membership is important

### 3. Enroll

- Ask them to join
- Counter objections
- Sign 'em up
- Make 'em feel welcome



## Outreach Tips

- Get to know the projects near your outreach location
- Visit [www.sfbike.org](http://www.sfbike.org) for the latest info
- SF Bicycle Coalition isn't just for bicyclists, anybody and everybody can be a supporter or member
- Speak from the heart, share what the SFBC means to you
- Admit when you don't know something
- Have fun!