



RIDERS FOR REFUGEES COLLECT POINT GUIDELINE

You decided to be a collect point for the Riders for Refugees campaign and we can't thank you enough for that. Here a guideline to help you making it right.



The date of collect depend of the main collect you take part on. (October/November/December).



WHAT TO BE ?

- 1 - A place where people go (related to outdoor world if possible)
- 2 - A place with a stock
- 3 - A place with someone on site to welcome the one who deposite
- 4 - A place with communication tools



HOW TO DO ?

- 1 - Download the poster and past it on your showcase
- 2 - Collect the right warm aparels (check what you get and say no if necessary)
- 3 - Be able to explain what Riders for Refugees is
- 4 - When the collect stops : 2 options :
 - Bring or send what you got to the main stock
 - Our team comes to pick it up



WHAT TO COLLECT ?

- 1 - Warm Jackets
- 2 - First layers
- 3 - Beanies
- 4 - Hoodies
- 5 - Gloves
- 6 - Pants (jeans only – no ski pant)
- 7 - Warm shoes



Smaller size clothes (maximum size large)
Dark colors if possible (very bright colors aren't practical when it comes to discretion)



HOW TO COMMUNICATE ?

- 1 - Share the trailer delivered by RFR
- 2 - Do one post on your social channels to announce
- 3 - Do one post to announce the end of the collect
- 4 - Send content : photos & vidéos - Vertical & horizontal
- 5 - We promote your collect on our social channels



[ridersforrefugees](https://www.facebook.com/ridersforrefugees)



[@ridersforrefugees](https://www.instagram.com/ridersforrefugees)



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