

# all bodies on bikes

## Strategic Plan 2024–2027

This strategic plan was developed by the Executive Board of All Bodies on Bikes in 2023. As a newly established non-profit, the goal of this document is to deliver a holistic overview of our organization's mission, vision, goals, and strategic priorities for the next three years.

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### Mission

Our mission is to create a body-size-inclusive community, educate and change the industry, ensure access to safe and comfortable biking equipment, and celebrate joyful movement on a bicycle.

## Vision

We envision a world where anyone, regardless of body size, weight, or perceived fitness level can safely enjoy a bike ride in a way that is joyful to them.

## Values

1. Body size exists on a spectrum, and our lived experiences are not the same as other people's in similar or differently-sized bodies. We recognize that many factors impact this, but especially race, country of origin, mobility level, and income level.
2. We ride bikes as a form of joyful movement and appreciate all forms of bike riding, including electric bikes, adaptive bikes, and tricycles.
3. All Bodies on Bikes strives to be a body-neutral zone. That means we don't talk about dieting and weight changes.
4. We celebrate our bodies for what they can do, wherever they are today.



## All Bodies on Bikes Goals

Through our strategic planning sessions, we developed three overarching goals for the organization. Underneath each goal are strategies and tactics we will use to achieve the goal. All work should be in support of one of these goals.

### **Goal:** *Build a Joyful Cycling Community*

Strategies to achieve this goal:

1. Get more people on bikes
2. Set the precedent for making people feel welcome

3. Continue to support and grow our network
4. Focus on intersectionality
5. Create opportunities for beginners all the way to the most experienced riders
6. Continue to have a presence at bike events

## Goal: Create a Cultural Shift in Cycling

Strategies to achieve this goal:

1. Continue to work with the industry to expand physical equipment options for larger riders
2. Continue to work with the cycling industry to change the culture
3. Continue to grow our online support systems
4. Continue to be a resource for the cycling community

## Goal: Sustain Our Efforts

Strategies to achieve this goal:

1. Create a fundraising plan that supports our goals
2. Support our Board and Chapter Leaders
3. Hire staff to meet the needs of the organization
4. Grow strategically and in line with the mission and vision of the organization



## SWOT Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>● Passion for the mission</li> <li>● Proud of the diversity of backgrounds</li> <li>● Brand recognition/identify</li> <li>● Empathetic</li> <li>● Leading inclusive rides</li> <li>● Strong board with diverse skill set</li> <li>● Good job storytelling</li> <li>● Dreaming big but being practical</li> <li>● Visibility for non-traditional cyclists</li> <li>● Promoting joy</li> <li>● Seeing more inclusive clothing sizes</li> <li>● Operate well in the chaos</li> <li>● Making connections and bringing people in</li> <li>● No shortage of innovation</li> </ul>	<ul style="list-style-type: none"> <li>● People may recognize Marley, not ABOB</li> <li>● Learning to say no to events and partnerships</li> <li>● Organizational challenges and lack of systems as we get up and running</li> <li>● Consistent messaging</li> <li>● Sticking to our mission as we grow</li> <li>● Big time commitment for board and chapter leaders</li> <li>● Lack of funding</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>● Inclusivity is a topic of conversation</li> <li>● Recognition of the need for diverse types of bikes (e-bikes)</li> <li>● Funding we can access as a non-profit</li> <li>● Make use of tech to make our systems more efficient</li> <li>● Chapters as a way to plug into local communities</li> <li>● Event directors and other allies who want to support us</li> <li>● Paid staff</li> <li>● Continuing to get feedback from our community</li> <li>● Virtual support as a Board</li> </ul>	<ul style="list-style-type: none"> <li>● People who will not accept our message</li> <li>● Changes in the bike industry mean funds are reduced</li> <li>● Getting enamored with allies (The Radavist, gravel events, etc.) that a lot of our audience isn't familiar with</li> <li>● Political threats to our community members</li> <li>● Risk of injury at our events</li> <li>● Negative attitudes or reviews at our events</li> </ul>

## Action Planning

## Goal: Build a Joyful Cycling Community

Category	Action	Ideas	Lead	Timeline	Resources
<b>Local Chapters</b>					
	Continue local chapter rides		Tim Buda	2024	
	Establish new chapters			2024 - 3-4 new chapters 2025 - 5 new chapters 2026 - 10 new chapters 2027 - 10 new chapters	Chapter Leader Manual
	Grow chapter programming	Cross-chapter challenges Swift Campout MTB Rides Off-bike educational classes #OptOutside programming Bike Everywhere Month programming	Chapter Leaders	Ongoing, Chapters should set schedules for coordinated events with leadership from Tim	RideWithGPS Club Accounts Relationships with REI, Swift Industries
<b>National</b>					

<b>Programming</b>					
	Plan/host leadership retreat		Marley/Kailey	Planned for Sept 2024	
	Host shakedown rides at major events		Marley	Ongoing	
	Plan/host Camp ABOB		Nicky Bates	Planned for late summer 2025	
	Plan/host ABOB travel/bikepacking rides	Partnerships with Out Our Front Door, Venture Out Project		Pilot in 2024, Implement 2025	
	Increase presence at new events	-5 Borough Tour (NYC) - AIDS/Lifecycle Team -RAGBRAI Team -ROAM Fest		-Ongoing. Create multi-year calendar with event plans	
<b>Merchandise</b>			Bobby		
	ABOB Kit available for public sale		Bobby	Ongoing	
	Branded merch for sale on website & at events	-Stickers -Bandanas -Hats	Marley	Ongoing	

	Co-branded chamois cream with Twisted Spoke		Marley	Ongoing	
	Goodr Collaboration		Marley & Bobby	Summer 2024	
	Cleverhood Collaboration		Marley	Ongoing	

## Goal: Create a Cultural Shift in Cycling

Category	Action	Ideas	Lead	Timeline	Resources
Industry Facing			Marley		
	Create information and resources for bike shops			Starting 2024	
	Develop sponsor relations		Marley	Ongoing	
	Create Bike Shop Training Certification		Eli/Jacob	Ongoing	
	Help establish industry standards for weight limits on bikes/components		Marley	Starting late 2024	
	Work with Zwift for bigger bodied avatars				
	Attend bicycle trade shows	Sea Otter NAHBS MADE		Ongoing, include in event calendar	



	Increase body-size representation in advertising	Social campaign		2025	
<b>Community Facing</b>			Noelle		
	Update website		Bobby	Ongoing	
	Host booth at more major events			Start in 2025, build into budget and event calendar	
	Increase ABOB presence on panels, podcast appearances, interviews to build awareness			Ongoing	
	Write articles for publications on issues facing our community			Ongoing	
	Convert Biking for Big People live class into online course		Marley	2024	
	Create other films			Pitch in 2026 for 2027 film	

	featuring riders in big bodies				
	Increase social media outreach		Bobby	Ongoing	
	Continue podcast		Marley/Maggie	Ongoing	
	Create Videos (YouTube channel)			Consider in 2025	
	ABOB Film Update			Pitch in 2025 for 2026	
	Host ABOB film screenings			Consider in 2025, build into event calendar	
	Maintain regular email communication via newsletter			Ongoing	
	Publish resource guides			Consider in 2025	
	Build community via slack			Ongoing	
	Mentorship program			2027	
	Coaching services focused on			2028	

	body neutrality				
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## Goal: Sustain our Efforts

Category	Action	Ideas	Lead	Timeline	Resources
Financial			Michael		
	Pay our Executive Director/Staff			Ongoing	
	Secure grant funding		Nicky	Ongoing	Grant prospect list (Drive)
	Financial planning	-Accounts -Cash Flow -Payment processing		2024	
	Ongoing merch sales			Ongoing	
	Secure initial board-based fundraising			2024	
	Build scalable fundraising operations	-Membership program		2024	
	Build substantive donor community			Ongoing	
Operations			Kailey		

	Consolidate all web apps		Kailey	Start in 2024	
	Organize ongoing meetings		Kailey	2024	
	Update email template		Bobby	2024	
	Develop Canva and branding templates		Bobby	Ongoing	
	Create common calendar of all ABOB meetings		Marley/Kailey	2024	
	Non-profit training for ED		Marley	Ongoing	



**Thank you!**