

Pledges

Many organisations and individuals use pledges as an opportunity to raise money for charity or towards a particular cause.

A cycling pledge, just like a cycle challenge, can help bring staff together to have fun working towards a common goal. When other staff see participants enjoying themselves this will encourage them to take part and maybe attempt cycling to work for the first time.

Through cycling pledges, staff can set themselves certain targets, or pledge to save a certain amount of money by spending less on fuel. Challenges of this nature may work best after the holiday period when people are looking to 'get fit' and/or save money.

Also, just like with the cycle challenges, employers can offer rewards to staff for honouring a pledge, either on an individual basis or to a team. This can be anything from a voucher, to an early finish/or late start one day.

How to run a pledge scheme

- Invite staff to take part via email, stating the pledge timeframe along with some example pledges, e.g. I will cycle to work at least two days per week. Attach a pledge card for staff to print out and complete. Where staff don't have access to email, distribute pledge cards as hard copies.
- Collate the responses, rewarding those who complete a pledge card with a promotional item such as a bike light, a trouser wrap or a water bottle.
- Display the pledges in a communal area.
- During the pledge period and following the initiative, encourage staff to share their feedback and experiences.

Top tip: Encourage people to write down their own pledges – this makes them more personal. It's also a good idea to display the pledges in a communal area, such as the staff room, to encourage staff to commit to their pledges and share each other's ideas.
