

NEW RIDER TRACKING PROCESS - SAMPLE EMAILS

This is Version 6 Dated 22nd September 2023. The Sample Entry Form has been added

These are four sample emails that the New Rider Co-ordinator could use as the basis for communicating with new riders as they progress through their initial rides with us and are tracked using our New Rider Tracking process.

Sample Entry Form email sent once agreed which ride they will join

Dear ?????

It was great to talk with you the other day and it is fantastic that you are joining to join our ride on ____ day dd/mm/yyyy. The ride will be going out to and will be around ?? miles.

The Ride Leader on your ride will be ???????. and their email address is - ???????

For Insurance purposes we do need you to complete a Guest Rider Registration Form which you need to complete each time you ride with us as a Guest before joining Cycling UK.

The Guest Rider Registration form is attached as a fillable PDF.

You can either download and print it, then complete it and bring along with you on the day of the ride

or

As a Fillable PDF then after you have downloaded it you can open it with Adobe Reader and you will be able to enter your details, save it, and then send the completed form on to your Ride Leader at the email address you have been given above..

Hope you have a great ride with us !

From the New Rider Co-ordinator CTC Coventry

The attachment - <http://coventryctc.org.uk/wp-content/uploads/2023/09/Registration-Form-Fillable-PDF-V1-1.pdf>

Sample followup email after their first ride with us – CHECKPOINT 1

Dear ?????

It was great to cycle with you on your recent ride on the ????? out to ?????.

Was the ride what you expected ?

Did we make it an enjoyable experience for you ?

Are you likely to want to ride with us again ?

Would you like any advice from us as to what sort of ride we could offer you next ?

If you are unlikely to ride with us again to you give us your thoughts on how we failed to meet your expectations ?

Sample followup email after their third ride with us – CHECKPOINT 2

Dear ????

It has been great to cycle with you on your recent rides with us on the ????? and ?????.

Having done three rides with us then hopefully we are doing something right! Is there anything you'd like more information on, or different types of rides you'd like to try ?

We hope that you will continue to cycle with us on many more rides and maybe come along on our tours !

We are a membership club (you actually join Cycling UK) and normal practice is that after three rides with us as a Guest we ask that you become a member of Cycling UK. There are many benefits to becoming part of the Cycling UK 'community' and whilst there is a fee we all feel that the benefits are significant and important.

To join then please follow this link - <https://www.cyclinguk.org/join-cycling-uk-today>

As a New Rider Co-ordinator we will not chase you on this but you might well get a reminder from our Registrations Officer.!

Sample followup email after they have not completed 5 rides with us in 3 months – CHECKPOINT 3

Dear ???

We have noticed that you have not been cycling with us recently and we would like to check how you are and if there is anything we can do to assist you back to our Club or on your bike ?

However if you are unlikely to return to cycling with us then that is a shame and we are sorry if we have failed to meet your expectations. We would appreciate it if you complete a simple online questionnaire form for us to understand in what way we have not met your expectations and what improvements could make riding with us more attractive to others like you ?

This is the questionnaire on our website - → <https://coventryctc.org.uk/new-rider-followup-questionnaire>

We appreciate any effort you make to help us.