

## For Partners...

Thanks again for partnering with us on the Ditch the Training Wheels Tour! Since registration is being managed through your system, we've created a set of three email templates we typically send to families so they get the most out of the experience.

If you're able to schedule these emails to go out automatically—awesome, that's what we recommend. If that's not possible, feel free to send them manually or adapt them to your communication style.

However you choose to send them, we strongly suggest delivering this information in some way to ensure families arrive ready, stay informed, and continue their child's biking journey with confidence.

Let us know if you need anything else to get these scheduled!

– The Pedal Kids Team

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### **Email 1: Time-of-Purchase Welcome Email**

*Recommended send: Immediately after registration*

**Subject:** You're in! Here's what to know before Ditch the Training Wheels 🚲

**Header:** Thanks for registering for Pedal Kids' Ditch the Training Wheels Camp!

Hi [Parent Name],

We're thrilled your child is joining us for an unforgettable biking adventure! 🚲

Here's everything you need to know to get ready for camp:

#### **What to Expect**

Our Ditch the Training Wheels Camps are designed for ages 2–12 and blend **bike skills** with **life skills**—like confidence, coordination, and perseverance. Led by certified coaches, our small-group format ensures every child gets personal attention in a supportive environment.

#### **What to Bring**

- A bike that fits your child (no training wheels; pedals optional)




- A properly fitting helmet
- Refillable water bottle
- Snack (we take a break halfway through!)
- Closed-toed shoes
- Weather-appropriate clothes

Need help figuring out bike fit? Check out our Parent Bike Guide [\[link\]](#) or visit a local bike shop.

## Pedals? No stress.

If your child is learning to pedal, we'll remove and reinstall pedals onsite as needed. We've got you covered!

## Your Camp Info

-  Location: [Insert Location]
-  Dates: [Insert Dates]
-  Time: [Insert Times]

Keep an eye out for a quick reminder email a couple days before camp!

See you soon,  
[PARTNER] & The Pedal Kids Team

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## Email 2: 2 Days Before Camp

*Recommended send: 48 hours before start date*

**Subject:** Camp's almost here!  A few reminders before we ride

**Header:** Get ready to ride—Ditch the Training Wheels starts soon!

Hi [Parent Name],

We're excited to see your rider at Ditch the Training Wheels Camp in just two days! Here's a quick checklist to make your morning smooth:

## What to Bring

- A working bike (without training wheels)
- Helmet
- Snack + water bottle

- Closed-toed shoes

If your child is learning to pedal, we'll help remove or reinstall pedals during camp.

## Where to Go

 [Insert Camp Location]

 [Insert Dates]

 [Insert Timeframe]

Please arrive 10–15 minutes early so we can get started on time!


Let's ride!

The Pedal Kids USA Team

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## Email 3: Post-Program Follow-Up

*Recommended send: 1 day after final session*

**Subject:** Help us grow—and keep your kid's riding journey going 

**Header:** Thanks for joining our Ditch the Training Wheels Camp!

Hi [Parent Name],

Thanks for letting us ride alongside your family! We hope your kiddo had a blast, and maybe even reached a huge milestone. 

We'd love to hear how it went—and help your family keep the momentum going!

### 3 quick asks:

1. **Leave us a Google Review:** [Insert Local Review Link]
2. **Take our 2-minute feedback survey:** [Insert Survey Link]
3. **Download the free Pedal Kids App!** Track skills, earn badges, and keep progressing! [Insert App Store Link]

### Stay in the loop:

- Follow us on Instagram [@pedalkidsusa](#)

- Join our newsletter for tips, updates, and early access to future events [Insert Sign-Up Link]

Thanks for being part of the movement to get **more kids on bikes**—we hope to ride with you again soon!

Gratefully,  
The Pedal Kids USA Team