

How to make the most from your networks

Dear Dasher,

Welcome to our Dash newsletter for December!

It's six months until the Dash, so the countdown has begun. But you are not alone, you are now part of the amazing Dash community and we are here to support you with your training and fundraising.

Read on for tips and guidance to help you with both.

Getting ready for your Dash

December training tip

- Build time in the saddle. You have six months to prepare, so have lots of time, but start now as it will be easier in the spring.
- The days are short so it can be hard to train during the week, so get out for longer rides at the weekends when there is daylight.
- And if you are cycling as part of a team, train together, it is much more fun!

[Download the Dash 2024 training guide here](#)

December fundraising tip

Tis' the season to be generous!

- Ask your friends and family to make a donation to your page instead of giving gifts.
- Why not encourage them to donate what they would have spend on cards to your page too?

Share our 'Why we ride' film with them to explain why you are doing the Dash.



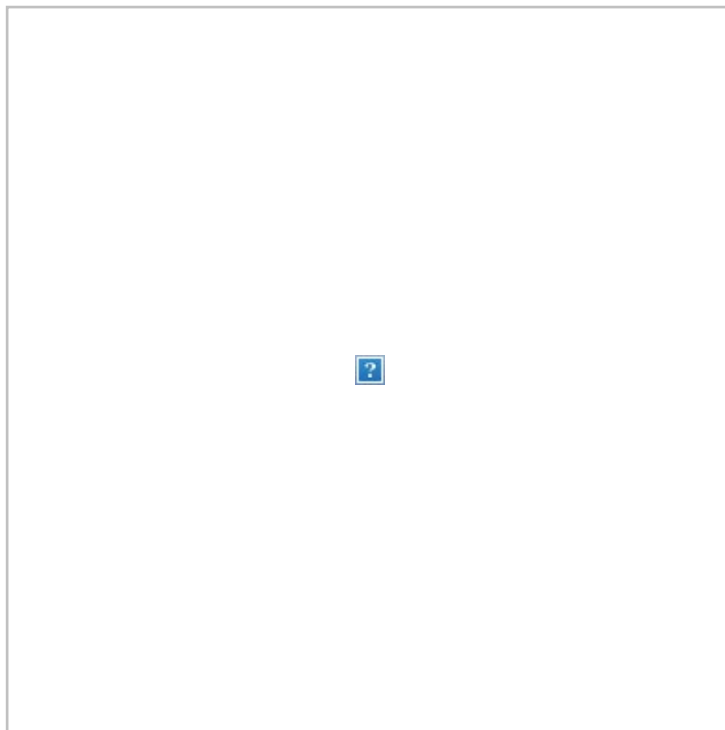
[Download the Dash 2024 fundraising pack here](#)

[Create your Duchenne Dash JustGiving page here](#)

Rider Hall of Fame: Richard Parton

Each month we will speak to a past Dasher, Ride Captain or member of the support team and glean some helpful and inspiring hints and tips to help you in your training and fundraising.

This month, we have chatted to Dash veteran and sponsor, Richard Parton, who has shared his experience of taking part in the Dash, recruiting a team and getting his organisation involved too!



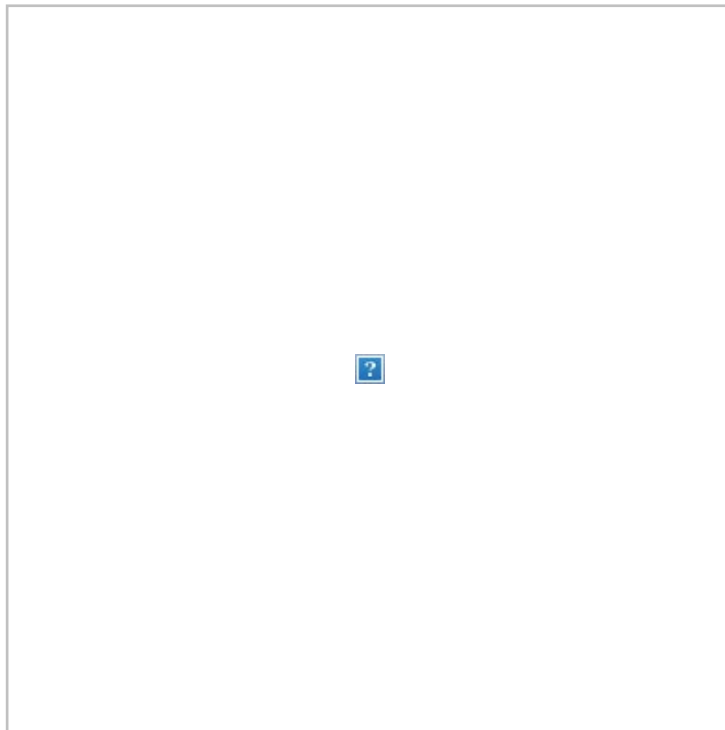
Which Dashes have you taken part in? My first Dash was in 2017 and I have done every year it has run since, with exception of 2019, when I was injured and supported by car.

Why did you decide to do the Duchenne Dash? I was at school with Dan Crossley, who is Emily's brother in law and Eli's uncle. It's a great cause and I needed to get fit so I bought a bike, signed up with a group of friends and haven't stopped since!

How do you train? Any tips? My training is, at best, sporadic! You do have to train and the more you do the more fun the ride is! I am now very much into an annual cycle of getting the bike out in March (well maybe April) doing as much as I can pre the event and then putting it away again afterwards!

Tips for training are to find people to cycle with that you have to meet and ride together. That way you get out of bed and go because otherwise you are letting someone else down! For non cyclists, entering Sportives (organised cycling events) in the UK are also really good as it

forces you to do the distance you have entered for and they are fully supported with rest stops.



What is the Dash like to participate it? What were the best bits? It's a totally incredible event, flawlessly organised. Everyone that has done it before is of the same opinion bar none. From the moment you arrive at the start and get the pre start briefing it's a buzz of emotions and adrenaline. It's the coming together of a large group of people with a common aim to help end Duchenne and riding to Paris with parents and family members of those affected along with Doctors and researchers is both an honour and a great privilege.

Any fundraising tips? I have lots but keeping it brief here are my top three:

1. It's a numbers game, so if you organise an event like a quiz that you fill a room with 100 or more people you will raise a lot of money very quickly - this also take some of the stress out of it as you can raise most of your target in a single go. Everyone is happy to have a good night out and pay say £30 over the course of an evening to such a worthy cause so the more you pack in the more you raise! You can even do a work one and then a friends one and you will find yourself hitting the target easier than you think. Go organise something!
2. Group all your friends and family into hit lists and keep at them. They will ALL sponsor you they are just ALL very busy and forget so keep a list and keep reminding them every now and then they haven't sponsored you and they will! Friends and family are the easy quick wins but it will take some chasing to get them all to remember and do it. Get some banter going in the groups and embarrasses the ones that still haven't sponsored you yet!
3. Use social media effectively! Take a photo of yourself and your bike at the top of a hill in the rain early in the morning and get it out there! Pull a really tired and hurt expression to boot! People connect to this and they will sponsor you. Every year I still get completely random friends from way back in the past suddenly sponsor and it all adds up.

Help build the Dash community

Since Richard Parton became involved with the Dash in 2017, he has bought a team along with him each year. He has introduced 65 people to the Dash and between them they have cycled thousands of miles and raised tons of money to help end Duchenne, and Richard has also provided support from LXA for the Dash for free.

Here are his top tips for recruiting a team:

- Be passionate and they will join!
- Tell them the France section is flat - not entirely true but it's easy to believe and works wonders!
- Use the reverse psychology trick!
- Start early and be organised!

Massive thanks to Richard for all his hard work, training and fundraising over the years. His support, and the support of other Dashers has lead to the event raising over £7 million since it started 12 years ago. This is an incredible amount of money which has contributed significantly to the way in which Duchenne muscular dystrophy is treated.

If you have any questions or queries about recruiting a team to join you on the Dash, please get in touch, we'd love to help!





LXA's support for the Dash

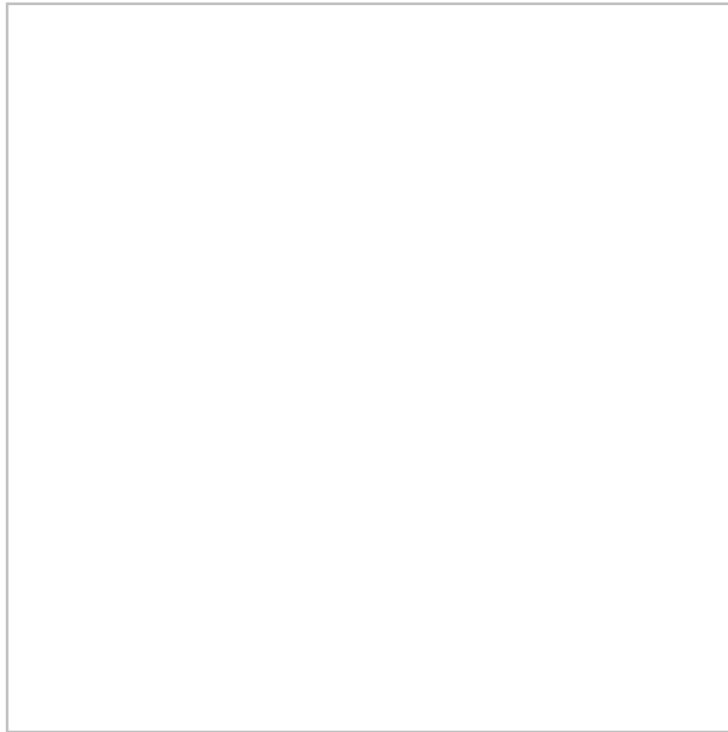


Creative agency LXA is a great example of how the Dash can involve an entire organisation.

LXA first got involved in the Dash in 2018 by bringing a corporate team. They cycled many miles with us and raised thousands of pounds. Their commitment to the Dash was born and in 2019 they signed up as sponsors.

As well as fielding a large team year on year, they also provide kit for our cyclists at registration, host the first rest stop in the UK and this year are also sponsoring our stylist finisher medals.

Huge thanks to LXA for getting involved to support our cause and thanks to all their cyclists over the years who have helped make such a difference.



Win a FUEL 10K bundle!

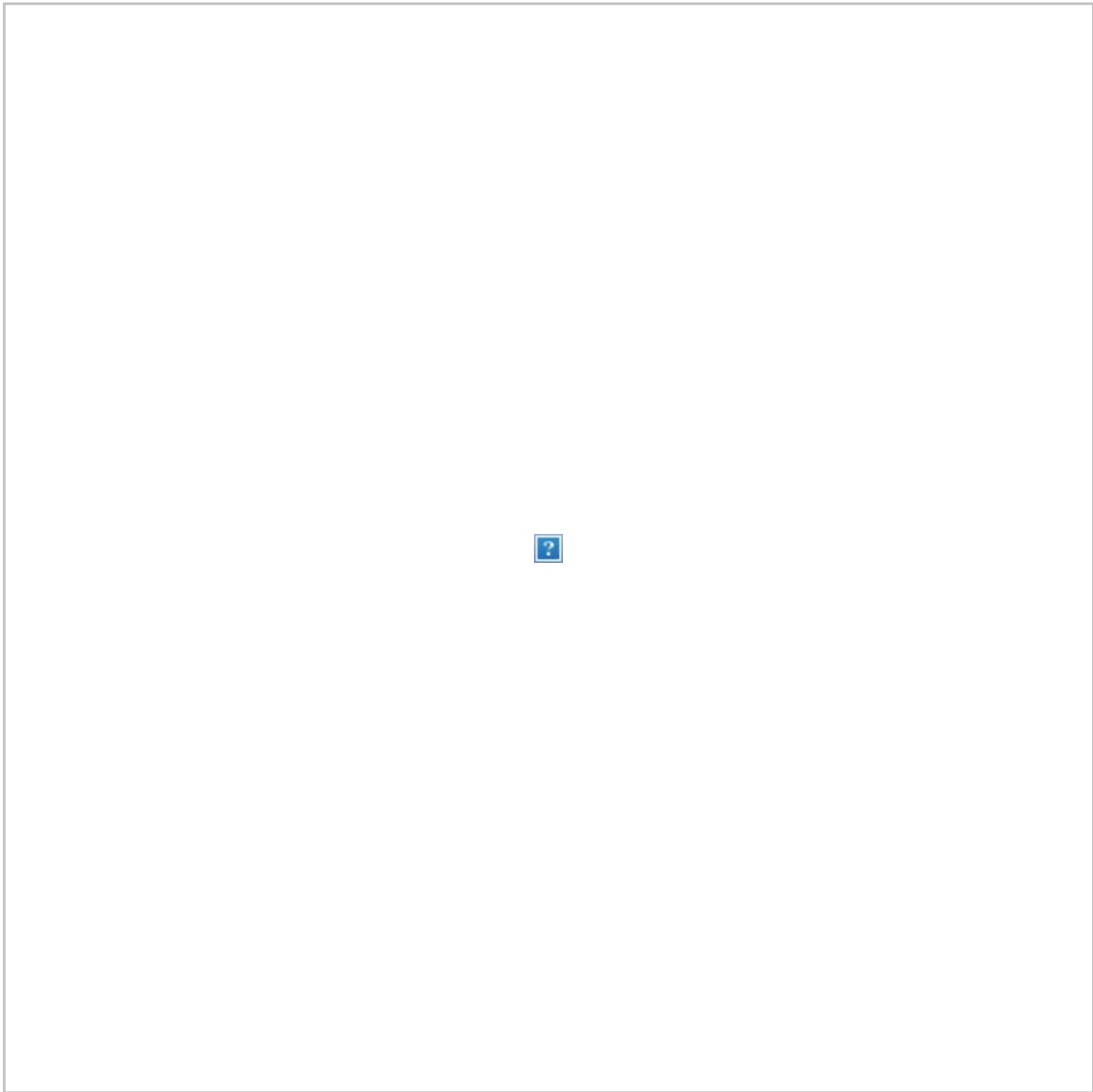
Our sponsors FUEL 10K is holding a draw for a fantastic bundle of FUEL10K products and only Dashers can take part! Set up your [JustGiving page](#) by 15 January 2024 to be in with a chance of winning it.

[T&Cs for competition](#)

Question for Finn Crockett

Commonwealth Games bronze medallist and FUEL10K field sales executive, Finn Crockett, will be sharing training advice and tips on preparing for the Dash in the February edition of the Dash newsletter. Email Dash@duchenneuk.org if you have a question for him.

Dash memories

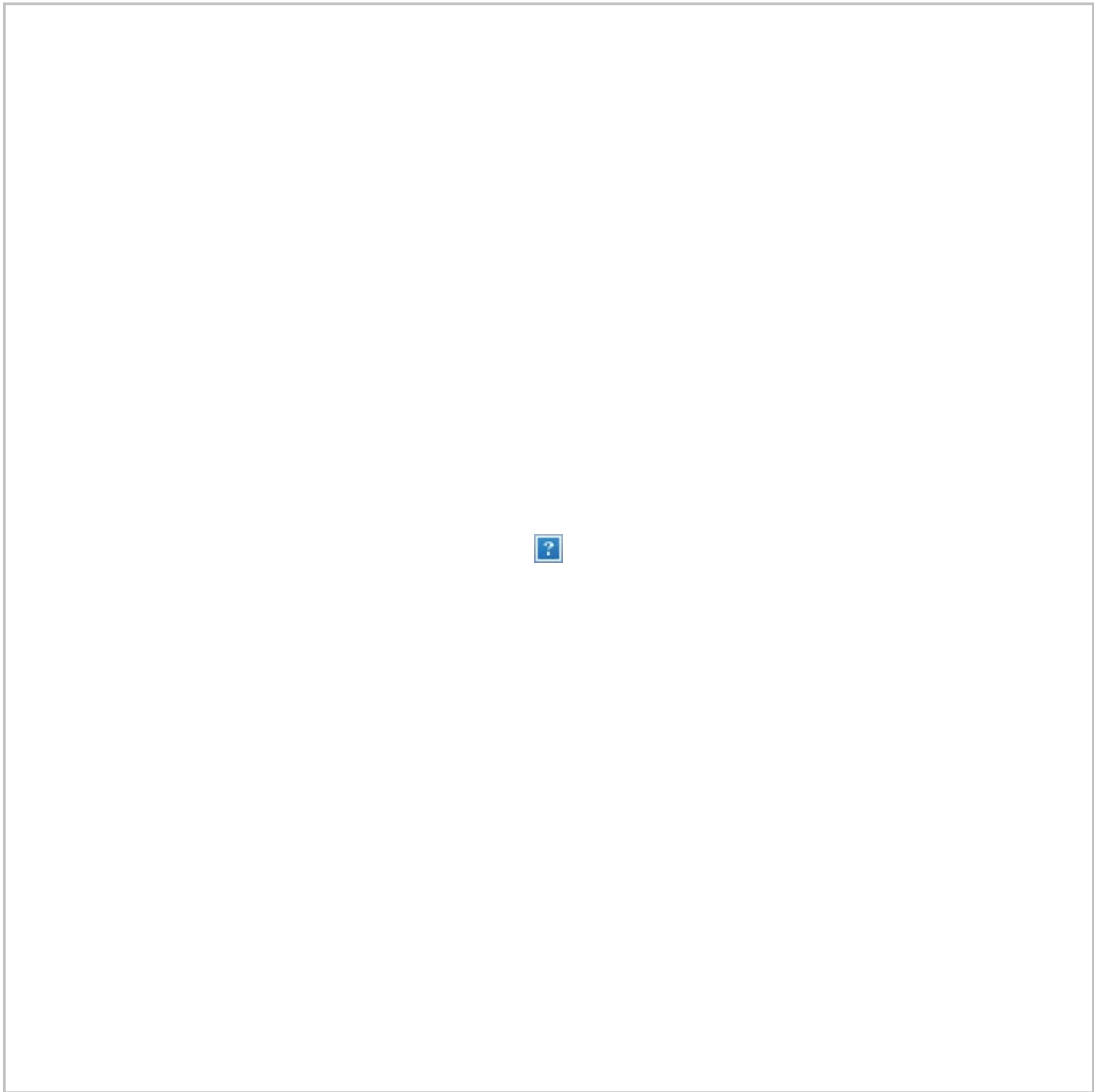


Remembering the Dash 2019: It rained and it was windy and the ferry ride was long and rocky, but our Dashers kept on peddling and as we arrived in Paris, the sun came out!

Our incredible sponsors

We are delighted to have confirmed our sponsors for the Duchenne Dash 2024. These brands and organisations do so much to help us deliver a special event. They are a crucial part of the Dash community.

See how our 2024 sponsors get involved with the Dash and support you on your journey [here](#).



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