



MAKE IT MATTER Foundation

- 🏳️‍🌈 Passion
 - Creates Hope
- 🏳️‍🌈 Commitment
 - Creates Drive
- 🏳️‍🌈 Planning
 - Creates Action
- 🏳️‍🌈 Communication
 - Creates Results





MAKE IT MATTER
Passion – Share It

- Demonstrates who you are
- Drives your actions

- For yourself
- For your sponsors
- For ride organizers
- For ride beneficiaries
- For beneficiary clients
- For the community

Passion Creates Hope 



MAKE IT MATTER
Commitment – Convey It

- ⓧ To the ride
- ⓧ To the cause
- ⓧ To the community
- ⓧ To yourself

Commitment Creates Drive 



MAKE IT MATTER

Planning – Work It

- ⌘ Create the approach you'll take
- ⌘ Build a plan - start with the date of the ride and work backward
- ⌘ Commit to working your plan often

Planning Creates Action 



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