



## Guide to Fundraising Or 20 Ways to Reach Your Target

Each rider has their own reasons for riding, sharing that enthusiasm with others will increase your success, and who knows, your energy may be so infectious that you convince others to ride alongside you. Below you will see some ideas that have been proven to work effectively, we encourage you to use these ideas, ask us for help if you need it, and **SHOOT FOR THE STARS!**

### Start Right Away-

The goal is \$1200, but...shoot higher, you will surprise yourself when you see the results! So if you think you want \$2,000 tell everyone your shooting for \$3,000 etc. etc. etc.

### Getting Started-

#1 – Write a letter to everyone you know, it's a great way to get your fundraising started, it's quick, and it's easy!

### Send the letters to:

- Business associates
- Co-workers
- Family members
- Friends
- Neighbors
- Dry Cleaners
- Hair Salon
- Dog Groomer
- You get the picture...

We have a sample letter, which comes with your Pledge Sheet, personalize it, and don't be afraid to ask for the money! Some Tricks to stand out from the rest of the mail, is to print your letter and pledge sheet on Bright Bold Colors. Don't be afraid to shout out "I NEED YOUR HELP". (Push here for sample letter and personalized pledge sheet)

### A-Follow-Up

After your letter has been in the mail for about a week, contact the people you sent the letters to, most will say "I just got your letter..." opening the door for you to thank them for taking the time to support you. If they don't mention it first just ask, "did you get my letter regarding the AIDS bike ride?"

## #2 Pay Check Stuffer-

If you work for a company with many employees, here is a simple way to get everyone involved. Talk to your accounting department, or your personnel department, tell them what you are doing, and ask for their help with this idea. It's simple, efficient and can cause a flurry of conversation from your peers.

Here how it works:

- ✓ Talk to the powers that be and get permission.
- ✓ Put together a short and direct request, discuss briefly what your doing and why, and ask for their financial help, tell them your financial goal.
- ✓ Give them a date you need the money by, usually two weeks from the date of their current paycheck.

## #3 Plan a Party

Everyone loves a party! So plan one, invite everyone and let them know on the invitation that they are coming to a party to learn about your efforts and your involvement in the Bike Ride. Tell them to bring their check books, and that you will need their help.

- Make a list two weeks out
- Mail the invitation or email the list and ask the guests to R.S.V.P.
- Follow up with a phone call a few days before to remind them of your party
- At the party, let people mingle for a while, and once everyone is comfortable and everyone is there, (maybe they have had a drink), you should make a presentation to your guests, be honest, be frank, and **ASK FOR THE MONEY!** (if you need help call the office, we will try to get someone there to help you with your presentation)
- Make sure you have plenty of pens and pledge forms for them to fill out
- Finally, **THANK YOUR GUESTS**

In most cases you will be surprised by the generosity of your guests

## #4 Penny Drive

Everyone saves pennies, some people have jars and jars and jars of change. You can do this many ways, again work is a good option, or a club you might belong to, a bowling team, a local hangout, a local pub, a professional chamber any of these are good venues.



Decide on the group, if it is groups you have gotten money from already, you need to wait awhile before doing this.



Send out a note, announce the date of the collection, if it is at work, maybe you can do an internal email, or, or post it on a "community board".



On the day of the collection, set up a table, or identify a place the change should be brought to, your office, a cafeteria, personnel, the local meeting etc.



Be sure to have help with the change it is heavy, many banks have change sorters see if they will count it for you, or plan a counting party with some friends and pizza. Change adds up quickly...you will be pleased with the results

#### #5 Garage Sale

Everyone loves a bargain, and everyone has “stuff” lying around, why not get a group of friends together, have them bring over everything they no longer have use for, and have a garage sale, all proceeds help you reach your target and at the same time you clean out the “clutter”



#### #6 Car Wash

A standard that works, plan a few weekends, contact a local McDonalds, Gas Station etc. and see if they will let you use their parking lot (make sure there is a hose outlet).

- a- two weeks out gather commitment from friends or your team members to help
- b- make signs to place on street
- c- make sure you have a bucket, soap, lots of towels, some sort of window cleaner and paper towels
- d- set a goal, ask for donations, or set a fee for cleaning



#### #7 Create a Newsletter

A great way to remind your friends who have said “I’d love to help” or “I’ll definitely support you”, it is a way of asking again, gently reminding friends who have forgotten to send the check. It also gets your friends/family/co-workers to get involved in what you’re doing, they hear about how your training is going, you’ll find they will be giving you moral support, and feel a sense of mutual ownership. Too often people ask for money but don’t hear anything after the check is written. This is guaranteed to get you the money that is outstanding.

- a- Write a one page newsletter
- b- Insert a picture of yourself training
- c- Include the website address for the ride
- d- Tell them how much you’ve raised so far, and how much more you hope to raise, thank those who have sent in their pledge

## #8 Create a raffle

What a great way to create excitement, and your outreach of potential donors is enormous. You can sell the raffle tickets at work to friends and have friends sell tickets!

- ❖ Determine what items you can get to raffle
- ❖ Check with your dog groomer, your vet, your hair salon, a local supermarket, the place you work, a sporting goods store, a bike store, a hotel, a local bar (for a bar tab), a comedy club etc.
- ❖ Secure the items, determine the amount you want to charge per ticket
- ❖ Print the tickets up on your computer
- ❖ Set a date for the drawing
- ❖ Watch the money come in!

## #9 Do a 50/50 raffle

This is an easy one, but check at work before you do this, some offices may object, so you might have to do this outside the office. You collect i.e. \$1/ticket, \$5/ticket etc. you decide, and then you pick one winner, the winner gets half the pot, so if you collect \$100, you get \$50.00 and the winner gets \$50. What is great about this fundraiser is you can repeat it monthly if the interest is there.

- ⇒ Get tickets from local office store with numbers on them, or print them yourself
- ⇒ Sell the tickets over one, two or three days, and then pick a winner (make sure you have witnesses), and share the pot!

## #10 Local Bar

There are a lot of ways to get your local club/bar to help you raise money.

- If there is a door cover, ask them to donate it during certain hours on a given night, the club promotes the event, they get the good publicity for doing something philanthropic and you get the money!
- Another idea is to have the club give you the first drink free and complimentary hors d'oeuvres, invite friends to attend, and use it as an opportunity to fundraise\*\* Be sure you tell the guests invited they are being invited to a fundraiser!\*\*
- Ask the bartenders to donate their tips for the night, have the club advertise that they are doing this promotion, again great publicity for the club and you could even get some free press, who knows a local TV station might just cover it! Talk to the club about doing the Public Relations
- See if the club will let you solicit outside the bar, set up a table, where a biking Jersey, bring your bike, put out a jar, and talk to the patrons about helping you make your goal, you get to educate about the AIDS, and help yourself at the same time, maybe you'll even get others who want to ride.
- See if the bar would even be your official Sponsor, you could wear a biking shirt with their name on it, promoting their establishment, and giving them a good opportunity to do something good for the community. Maybe you can even convince them to sponsor a team of riders. If they don't want to sponsor a whole team, maybe they can pay everyone's Registration Fee.

### **#11 Local Restaurant**

Here is another opportunity that offers many options, similar to the working with your local pub

- Approach the owner/manager of your local favorite restaurant, talk to them about what you're doing, and ask them what options work best for them
- Suggest that you set up a table outside the restaurant i.e. Sunday morning to collect funds from patrons
- Ask if they will sponsor you and you will wear a shirt advertising their restaurant during the ride
- See if you can talk to their waiters, and organize a "tips to help you ride" night, the waiters donate their tips and you get the money to ride.
- See if the restaurant wants to put together a team from its service staff, the restaurant again can get everyone rider shirts, and pay everyone's registration fee.
- You can do a celebrity waiter night, invite friends to go to dinner, have local celebrities, mayor, county commissioner, radio personality etc volunteer as waiters and donate their tips, people will be very generous!

### **#12 Find A Sponsor**

Lots of organizations you belong to, are eager to help, when they hear your passion, your commitment, your enthusiasm to make a real and significant difference in the lives of others infected and affected by HIV/AIDS.

- ✓ Ask your gym or favorite restaurant or your company to sponsor you, you wear their logo on a rider shirt and advertise for them
- ✓ Are you a member of a Temple/Synagogue?, see if you can get your congregation to support you, speak at a service, maybe your enthusiasm will start a group effort.
- ✓ Are you part of Rotary? The Chamber of Commerce? A Professional Organization? These are all great opportunities to ask for money, get sponsorship and build a base of additional riders

### **#13 Matching Gifts**

Many companies have matching gift programs, check with your personnel department or manager and find out if they will match your efforts, you could easily double your target this way!

### **#15 Bowl a thon**

- Invite your friends to bowl
- Ask a local bowling Alley to donate the lanes for the night
- Ask everyone to get donors for every pin they knock down, and donate all the money to your efforts

### **#16 ~~Teddy Bear Sale~~**

- Sold Out...but you can do something similar, get a novelty item and sell them at local bars and clubs, in the office and more.

### #17 Jars and Jars and Jars

- ◆ Find some empty Jars-Plastic Water Jugs
- ◆ Take the Logo from the ride (or call us for one), and paste it on the jar
- ◆ Go to your Salon, Groomer, Bakery, Gym and ask if you can put out a jar and collect money
- ◆ Go back once a week, check on the status, collect the funds

### #18 Sign on a School

- ◆ Visit a local school, speak with the principle, let them know what your doing, ask the school to become your partner and sponsor
- ◆ You can do education about AIDS to the school, and in return get them to do bake sales, car washes, & ask friends and neighbors for donations

### #19 Posterize

This is a great way to get others involved in your efforts, put your poster someplace visible, your office, cafeteria, message board at work. As you fill in the amount raised, others will get behind you to help you reach the target you set! Remember shoot for the stars, ask for more than you need and you will probably exceed even that number.

- ◆ In your office place a large poster
- ◆ At the top of the poster put your goal
- ◆ Draw a large cylinder in the center of the poster with marks along the side indicated dollar amounts raised.
- ◆ As you get donations fill in the cylinder

Poster with thermometer as measuring stick