



# Fundraising 101

## Friends for Life Bike Rally 2012

Developed by Warren Duffy (duffywarren@hotmail.com) with content from BikeRally.org and PWA. Please contact with suggestions / feedback for future years.

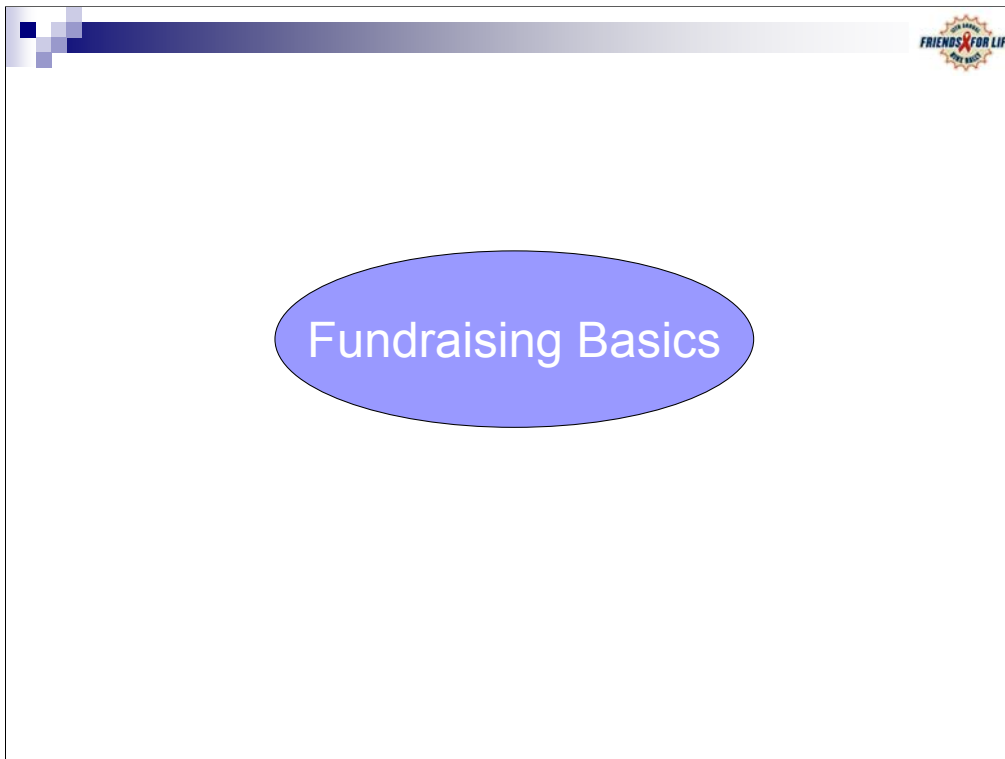
## Agenda

- Introductions, PWA Tour, PWA Speaker
- Seminar Goals
- Fundraising Basics
- Q&A / Roundtable / Feedback

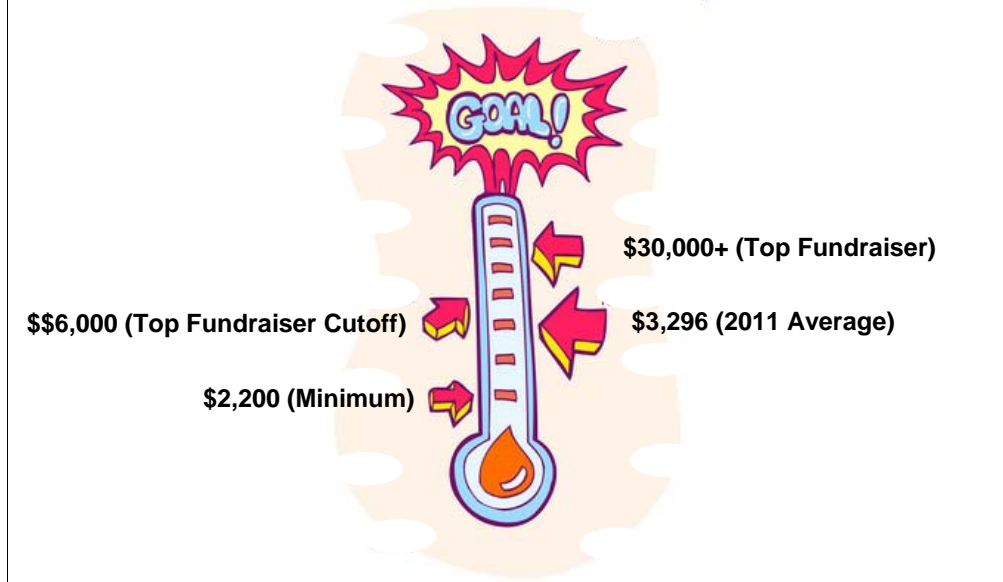


## Seminar Goals

- What do you want to get out of tonight and what are your concerns?
- Ask questions throughout – the more interactive the better



## Goals - setting a win-win goal



-Each rider is expected to meet a required fundraising minimum of \$2,200. All funds must be submitted to PWA on or before June 30, 2012 in order to participate in the ride.

-In the event you are unable to reach the required \$2,200 on or before June 30, 2012, you will be contacted by a Steering Committee member in order to discuss strategies to help you to reach your minimum. If you cannot meet the minimum fundraising requirement, you may choose to either not participate in the ride or to pay the remaining balance by cash, credit card, certified cheque or money order.

-Please note that all registration fees and donations made to PWA are final. PWA is unable to reimburse fees or donations for riders who withdraw from the ride.

-Set your fundraising goal and make it public and share your progress with current and potential donors. Many donors will donate a little bit more if they know you are close to your goal.

-If you are experiencing great success, continue to adjust your goal as once you are within 15-20% of your goal, the amount of your donations will start to get smaller.

## Goals – Top Fundraiser Jersey - \$6,000

- Those participants who raise \$6,000 or more will be recognized as a Top Fundraiser and will receive a customized Friends for Life “Top Fundraiser Jersey”
- In 2011, we celebrated the fundraising efforts of 37 Top Fundraisers
- We would love to see you join them in 2012!



## Building Your Plan



***Do you have a plan?***

*Every plan is different depending on the rider / crew. Make a plan that works for you.*

-Everyone is different – you need to build a plan that works for you. Consider: timing, your potential donors, your fundraising goals, life events coming up (avoid or use to your advantage)

-Idea 1: Set a weekly goal of \$200 per week. Raising \$2,200 feels easier when you break your goal into smaller amounts

-Idea 2: Aim for \$3,000.00 in pledges. It will make \$2,200.00 come in that much easier. Break down your goal into manageable chunks.

Scenario 1: 18 Donors

1 x \$500

2 x \$250

5 x \$200

10 x \$100

Scenario 2: 110 Donors

10 x \$100

10 x \$50

40 x \$25

50 x \$10

## Initial Setup – Your Pledge Page

- Each Participant is assigned a Personal Pledge page that you can change at any time.
- If you haven't already, setup your Personal Pledge Page. It only takes a few minutes to set it up and will help you fundraise for days, weeks, and months!

-Secure online donations using Visa, Mastercard, American Express or even PayPal.

**FRIENDS FOR LIFE**

## Personalizing your page increases donations by 10-20%

**TORONTO-MONTREAL**  
JULY 29 TO AUGUST 3, 2012

**Sponsor**

THE TORONTO PEOPLE WITH AIDS FOUNDATION'S  
**14th ANNUAL FRIENDS FOR LIFE BIKE RALLY**

PRESENTED BY  
**Scotiabank Group**

Amount Raised: **\$0.00** (0% of goal)  
Fundraising Goal: **\$2,200.00**

Ride Departure: **Jul 29, 2012 8:00 AM**  
Date/Time: **Toronto to Montreal**  
Location: **Toronto to Montreal**

**My message**  
Thank you for supporting the 14th Annual Friends For Life Bike Rally in support of Toronto People With AIDS Foundation (PWAF).  
Your donation helps PWAF to fund services for thousands of men, transmen, transwomen, women and children living with HIV/AIDS.  
All donations over \$20 will receive a charitable tax receipt.

**Sponsor Me 1**

**My Team:**

**TORONTO-MONTREAL**  
JULY 29 TO AUGUST 3, 2012

**Please sponsor on his charity bike ride to Montreal**

**Sponsor Me 2**

Amount Raised: **\$1,231.00** (11% of goal)  
Fundraising Goal: **\$10,000.00**

Ride Departure: **Jul 29, 2012 8:00 AM**  
Date/Time: **Toronto to Montreal**  
Location: **Toronto to Montreal**

**My message**  
• More people than ever are living with HIV/AIDS in Toronto.  
• Two people are infected with HIV (the AIDS virus) every day in our city.  
• 1 in 3 new HIV diagnoses are among youth under 30 in Toronto.  
• 1 in 5 gay men live with HIV in Toronto.  
• 1 in 5 new HIV diagnoses are among women in Toronto.  
AIDS is not over!

**My sponsors**

**James Jiang**  
\$50.00

**Jarek Welcz**  
\$50.00

**DEFAULT** **PERSONALIZED**

- Which person would you donate to?
- Often people come to your page with a range they are willing to donate – try including soft indications of how much you'd like your donors to contribute – either on your page, or in your ask.

## Initial Setup – Your First Donation

- Make sure you know how your fundraising page works before you ask others to go through the process
- Consider making a donation to yourself (~\$100) to set a high bar for future donors to your fundraising page

If you have a donor who will be contributing a high amount (>\$250), consider asking them to split their donation, or donate later so you don't "scare" off other donors who think their contribution is not enough (every little bit counts!)

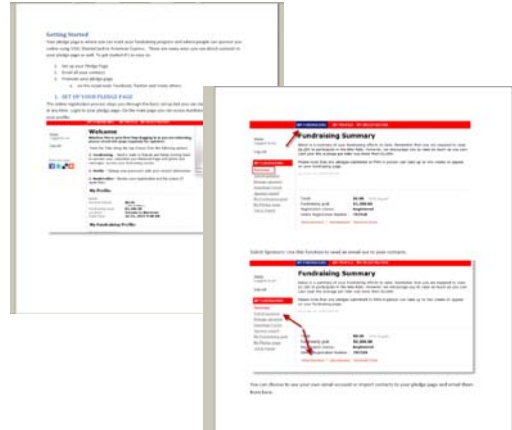
## Benefits of Online Donations

- Easier to track
- Preferred by most donors / riders

*However, offline donations are possible too!*

## Need more help managing Artez?

- Check out the guide online in the “Fundraising Section” of the [www.bikerally.org](http://www.bikerally.org)
- LINK: <http://www.bikerally.org/Download-document/181-Promoting-your-pledge-page.html>





## Asks – who are you going to approach?

- Ask a select group of donors to make the first few pledges. Not only will their early support give you confidence, it will also get your efforts off to a strong start!
- What groups are you going to ask?
  - On average, each rider has 40+ donors

### ASK ANYONE, ASK EVERYONE

-Make a list of everyone you know. Think about how much you could ask them to give – some are capable of much larger gifts than others. Don't forget about doctors, dry cleaners, mechanics and your favourite restaurants!

-Ask, ask and then ask again. Send emails often and send reminder emails! Often people want to pledge you, they've just forgotten, so remind them!

-The more donors you have the more money you will likely be able to raise for PWA. Our Top Fundraisers often have over 150 donors! So ask everyone you know, often people will surprise you with the generosity of their donations. Every little bit helps.

## Asks – who are you going to approach?

- **Family:** don't leave anyone out. They should be behind you 100%. Asks should be personal – that's face-to-face (or by phone) first. Follow-up if necessary.
- **Friends:** Those closest to you don't want to read about your ride in an e-mail – they want you to ask them. Follow-up with an email or letter. Remember everyone you have sponsored/pledged, bought products from in the past – it's pay-back time!
- **Coworkers:** Hype it up and get a challenge going. Recruit a close colleague at work to help you raise funds in other departments.
- **Club/Associations/Congregation members:** This could be a great source of leads!
- **Employer:** Ask your employer if there is a matching gift program at your work. If not, ask if they would consider matching what you raise with the employees of your company – if you don't ask, you'll never know.
- **Neighbours:** go door-to-door, stop and chat on the street, even drop off a hand-written note.
- **Strangers:** map out an area where you live, where people might recognize you.

### FUNDRAISE AT WORK

-Let your co-workers know what you are doing – send emails, hang posters, distribute post cards, submit an article for your company newsletter or hold a fundraising on-site.

-Ask —the boss to publicly announce his or her support of you.

-See if your company has a matching gifts or volunteer recognition program or will support your efforts financially. Please note, to be included in your 2011 fundraising, all matching gifts must be received no later than June 30.

## Asks – what approach works best?

Phased Approach?



All at once?



## Asks – what approach works best?

- Advantages to taking a Phased Approach:
  - Once you have the ball rolling, make your asks in phases
  - Allocate approximately one week for each phase you do - this will keep you focused on that one particular group of potential donors (e.g. co-workers)
  - Another advantage to taking a phased approach is that it will keep the amount of follow-up manageable
    - For example, sometimes donors need more info or have additional questions – you don't want to be flooded all at once

## Asks – what are you going to say?

- Customize, Customize, Customize
- Remember:
  - Make it personal and friendly
  - Provide details – PWA, Friends for Life, deadlines, etc
  - Call-to-action with correct fundraising link

-Make fundraising easy and limitless by creating your own personal pledge page. Your friends and family can donate from virtually anywhere in the world and asking is just a click away. Best of all, it is a simple and secure approach.

-Be sure to include a link to your fundraising page in your email signature

-Use online communities like Facebook and Twitter to promote the Friends for Life Bike Rally, raise pledges, share pictures and videos and keep your social network up-to-date on your progress. Learn more about social media and the Bike Rally in the Media Section on page 14.

-Draft a fundraising letter and follow up with phone calls. There are sample letters in the Fundraising section at [www.bikerally.org](http://www.bikerally.org).

-Start collecting pledges as early as possible. For personal or professional reasons, people may not always be available at the last minute to sponsor you.

-Consider your timing. Ask for donations on or after pay day.

## Asks – what are you going to say?

- This year we'll be adding all new material to bikerally.org to help you fundraise
- New material will be online by the beginning of March

## Post-Ask – “no answer” doesn’t mean “no”

- Remind, Remind, Remind
- *Soft Hint: “Hi everyone, wanted to write to update you on my progress....etc etc. Thank you to everyone who has sent words of encouragement or shown their support through a pledge”*

## Post-Ask – don't forget to say thank you!



- Emails
- Photos
- Blogs
- Facebook Shout-Outs
- Phone-calls
- Re-Ask?

### THANK YOUR DONORS

- Make sure to follow up and thank those who have helped you reach your goal.
- Thank donors instantly as they pledge you.
- Follow up with a letter/email after your event to share highlights, pictures and let them know how their support made a difference. Get the ball rolling for next year and thank them in advance for their continued support next year.

### BONUS STEP: The re-ask

When you are getting close to your goal, whether it be \$2,200 or \$10,000, send a message to everyone who has sponsored you. Thank them again and tell them how close you are to succeeding. Ask whether they know anyone who could help you reach your goal. They may refer you to a new contact or they may even pledge you again



## Post-Ask – consider other methods other than personal connections

- **Raffle:** 50/50 or get prizes from local businesses/office.
- **Party:** Throw a party and charge an entrance fee.
- **Garage sale:** Have people donate items for you to sell.
- **Corporate Gift:** Match Have your company match your pledges.
- **Change Boxes:** Create a container to hand out to friends, family, the local store..., to collect spare change.
- **Answering Machine:** Let everyone know what you doing, by leaving on your answering machine
- **Birthday Gift Pledge:** A simple way to raise money and save family and friends shopping time
- **Tax refunds:** Use March or April to target tax refunds
- **Bar Nights:** Contact your favorite bar and ask them to help coordinate an awareness night, where you can collect pledges, sell raffle tickets... and show your commitment.

-Check out [www.bikerally.org](http://www.bikerally.org) for more info

## Personal Fundraising Events – Top 10 Tips

- 1. Tell us about your event** Once you know what type of event you would like to organize, it is important to contact PWA and the Bike Rally and let us know about your event. Depending on the size and nature of your event, you may be asked to fill out an event planning form (<http://www.bikerally.org/Download-document/192-Personal-Fundraising-Event-Planning-Form-20110504.html>)
- 2. Form a planning committee:** The probability of success of any special event is increased by the enthusiasm and dedication of the people who plan and organize it. Your planning committee should have enough members to share the work and represents a variety of skills.
- 3. Establish goals:** Have a realistic and measurable financial goal.
- 4. Brainstorm ideas:** Give free reign to your imagination. Several heads are better than one! The wildest idea may be the best fundraiser. Then again, it may not. But it's worth thinking about.
- 5. Be sure you've chosen the 'right' event:** The type of event you choose should fit the size, interest, talents, goals, and time availability of your group. You want this event to be fun to plan and organize, as well as to attend.

Personal Fundraising Events are a wonderful way to raise funds to help meet your fundraising minimum of \$2,200. We want to make sure you are prepared and have fun organizing your event!

## Personal Fundraising Events – Top 10 Tips

6. **Schedule the event:** Schedule your event for a time that is appropriate and convenient for those who will be attending. Remember that two fundraising events that cater to the same audience, on the same day, will divide the support for each event so it's important to review the Bike Rally calendar and community events.
7. **Budget:** Identify possible sources of income and all expenses. If you keep costs down, you'll generate a bigger donation - something everyone will feel good about. The budget section of the event planning form is a useful tool to clearly outline your business plan.
8. **Promotion and publicity:** The Friends For Life Bike Rally and PWA logos are registered trademarks. All uses of the logos must be approved by PWA and the Bike Rally. Publicity and promotion are key to a successful event, so get out there and promote, promote, promote! Just remember to have all your materials, web and graphics approved before they are printed, posted or distributed.
9. **Collect the funds:** We ask that all funds be forwarded to Toronto People With AIDS Foundation within 30 days after your event. Please allow four weeks from that date for tax receipts to be issued to donors (see information regarding receipting - some proceeds from your event are not receiptable).
10. **Thank you, thank you, thank you:** Here's the most important part: please acknowledge everyone who participated in, or supported, your event and let them know how much you appreciate their help. They would also be proud to hear how successful the event was and how much money was raised!

## Personal Fundraising Event Policies

- Please review this page for tips and rules on running a fundraising event:  
<http://www.bikerally.org/fundraising-event-policies.html>

## Resources – you are not alone

- Training & Support Team
- Team Leaders and Members
- Website – more literature, links, downloads

## Q&A / Roundtable / Feedback

- Q&A – What do you still need to know?
- Roundtable – What has worked for you in the past for other fundraising events?
- Feedback – How can we improve how we support riders / crew in their fundraising efforts?