

Fundraising Guide

The purpose of this guide is to provide you with tools to aid you in the fundraising process. Fundraising is the main purpose of the events and yet it can be the most daunting aspect of it. We hope that some of these tips will make the process easier and help you to raise even more money for MS!

In this guide you will find:

- Fundraising Tips
- How to raise \$500 in 9 days
- Letter Writing Campaign ideas
- Ideas to Thank and Recognize Contributors



Fundraising Tips

Fundraising

Start today and you'll be surprised how easy it is to join the \$1,000 Club!

Be Optimistic!

Having a positive attitude! Excitement is highly contagious!

Be Committed!

Make the first pledge yourself. When your friends, colleagues and family members see your name and a contribution, they will be more willing to support your efforts.

Ask Anyone and Everyone

If you don't ask, they won't give! Approach everyone you know to either join your team or pledge. Talk to family and friends first. Once you've tackled the "easy ones," branching out is simple. Then move on to clients, co-workers, clubs, etc.

Ask for a Specific Amount

Set a goal! Tell everyone what your average pledge has been and then ask him or her to beat it! Ask for donations on payday!

Matching Gifts

Contact your company's Human Resources Department about *corporate matching gift program*. It's a great way to double your pledges. Even without matching gifts, the company may donate anyway.

Make a List of Places You Spend Money

Including doctors, drycleaners, dentists, gas stations and restaurants.

Speak at a Meeting

If you're a member of a club, at the next meeting announce you are riding.

Ask Vendors at Your Business

You've been loyal to them; now they can support you. Talk to your management company, coffee salesman, delivery service company, copier technician, office products representative, etc.

Keep Your Pledge Book with You at All Times

Different pledge sheets for different sponsors. People tend to look at what others have pledged and follow their example. If you have a pledge book with big donors, your sponsors are likely to give in that range.

Collect Your Pledges up Front

It makes it easier for you.

Host your own Bike Booster Night

Send invitations, serve refreshments, make arrangements to have a representative from the MS Society speak then ask for pledges from those in attendance.

Company Support

Request a draw prize for team members. Hold casual days for donation.

Previous Sponsors

Ask previous sponsors to increase their pledges.

How To Raise \$500 in 9 Days

Raising \$500 in 9 days is possible. Read on to find out just how easy it is....

Day 1: Sponsor yourself \$25. Your kids won't mind if you skip their allowance this week.

Day 2: Ask two family members to sponsor you \$25. Remind your brother of the time he drove your car and didn't fill up the gas tank or, better yet, go to mom's house and find that picture of him in Grade 5 when he got a perm.

Day 3: Ask five friends to contribute \$15 each. Promise never to drink red wine in their living room with new carpet again. Ever!

Day 4: Ask five co-workers to contribute \$15 each. If they refuse, jam the photocopier before a big presentation and volunteer to fix it for a small fee.

Day 5: Ask five neighbors to contribute \$10 each. Return the snow blower and tree trimmer you borrowed last year.

Day 6: Ask five people from your hobby group or sports team to pledge \$10 each. You must be apart of this club more than a week before asking for money. No Hit and Runs.

Day 7: Ask your boss for a \$25 cash contribution. DO NOTHING THAT WILL GET YOU FIRED.

Day 8: Ask five local merchants to sponsor you \$20 each. Make a point of shopping at their stores!

Day 9: Ask two businesses you frequent for \$25 each. Ask after your hair cut, not before.

Double the numbers and suddenly you're a member of the \$1000 Club! If you raise \$1,000, you automatically become apart of this special fundraising Club and will receive a special cycling jersey. Raise \$2,000, and receive the shorts as well!

Letter Writing Campaign

Letter Writing Tips

- Phone the MS Society and ask for a **testimonial**. We get thank you notes from cyclists all the time and can provide you with an anonymous quote. Include the testimonial in your letter.
- Build your **mailing list**. Make it a goal to increase your mailing by 10 to 20 contacts each year.
- Send **letters** to people in your address book, your Christmas card list and people who live on your street.
- Write a **personal note** on the letter...you will have greater success.
- Insert a **scanned photograph** from last year's event, one of yourself if possible. Contact us as we may have a photo of you from the previous year.
- Include a form they can fill out with their **Visa** or **MasterCard** information. (see sample below).
- Ask for a **specific amount**.
- Tell them **why you ride**...do you have a personal connection?

Sample Letter #1

Dear Friend,

It is hard to believe but this year will mark my fourth year cycling in the MS Bike Tour. Since becoming involved, I have raised \$4,546 in support of MS research and services thanks to the generosity of people like you.

I never thought a day would come when my sister Jane would hear the words, "you have multiple sclerosis." Unfortunately, she has become all too familiar with the uncertainties that MS bears on a person's life since her diagnosis in May of 1999.

My goal is to raise \$2,004 in the MS Bike Tour for my sister Jane and the 50,000 Canadians just like her who struggle with MS each and every day.

If you would like to help me reach my goal, send your check, payable to the MS Society to my address. If Visa or MasterCard are more convenient, fill out the form below and I will have the MS Society process your donation ASAP.

Sincerely,

I AM A CYCLIST

Sample Letter #2

Dear Friends:

The Blaster Cycling Team is reaching out to you to help the MS Society in its quest to solve the mysteries of multiple sclerosis.

On June 9 & 10, four members of Team Blaster will cycle 178 kms from Leduc to Camrose and back with a goal in mind....to end the devastating effects of MS.

In an effort to avoid swamping you with individual pledge requests for this event, I am writing on behalf of our company team to request a donation. Joe Cyclist, Mary Biker and Ron Pedals and I have committed to raising \$4,000 for the 2004 Bike Tour.

If you would like to help the Blaster Cycling Team achieve its goal, please send a check made out to the MS Society. Your donation is tax deductible.

On behalf of the team, we thank you in advance for your support.

Sincerely,

I AM A CYCLIST, Blaster Team Captain

Sample Letter #3

Dear Friends:

Anne, a person with MS and spokesperson for the MS 150 Bike Tour, puts it best when she says, "The riders and volunteers in the MS Bike Tour bring something very special to all those who live with MS. It has to do with hope...This hope uplifts the spirit and helps all those affected by multiple sclerosis to feel more able to volunteer for all of what life brings."

That's what I want to do...bring hope to people affected by MS. But I need your help.

I will be cycling in my fourth MS Bike Tour on _____ and have set a fundraising goal of \$3,000. Please help me reach my goal and make a pledge today.

It is a rare gift to give hope. Join our quest to connect with a cure for MS.

Sincerely,

I AM A CYCLIST

Ideas to Thank and Recognize Contributors

Be creative when thanking and recognizing your contributors. If they feel appreciated, they will continue to sponsor you year after year. The following are some ideas for thanking and recognizing sponsors:

- Send a thank you letter after the event and provide details of your adventure. Include photos if possible.
- Make your sponsor an honorary team member or participant. Give your sponsor a team t-shirt if that person makes a large donation. Invite sponsors to team parties.
- Print your sponsor's name and or company logo in your thank you newsletter.
- Print your sponsor's logo on your team t-shirt.
- Host a dinner party for your top contributors.
- Print a banner recognizing contributors to hang at your campsite, or print a banner recognizing people with multiple sclerosis whom your sponsors are contributing in their honor.
- Hang a sign or send an e-mail at work that thanks all of your co-workers who made a donation. Better yet, offer refreshments in the conference room to thank co-workers.
- Keep sponsors informed of your fundraising total and let them know how that dollar amount will impact the lives of people with multiple sclerosis.