Now that you’ve registered, how will you do that fundraising thing?

Fundraising is easier and more rewarding than you may think. You’ll be touched and often surprised by the people who support you. Some of these folks are down with the cause, but others are donating because you’re you. Let’s be honest, you’re pretty special or you wouldn’t have signed up in the first place.

In the following pages, we walk you through the fundraising essentials that will help you meet and surpass your fundraising goals.

If, at any point, you have a question or need some help, please email us and we can help!
#1-Update your fundraising page

The **first thing** you should do is update your fundraising page.

Your online fundraising page on the Climate Ride website will be the center of all your fundraising efforts. It’s important to **personalize** this page with your photo, your fundraising goal, your inspiration for doing this event and any updates you’d like to include along the way. Every solicitation you make should inform the donor how to find it.

#2-Set a challenging but attainable goal

Set your fundraising goal higher than the required minimum, to something that’s a stretch, but doable.

**People often donate based on a percentage of your goal.** If your fundraising goal is $3,000, you may see a lot of $30 donations, whereas if your goal is $5,000, you may see more $50 donations. You still only need to raise the required minimum, but you may get there a lot quicker and who knows, you could earn some great fundraising prizes along the way!

As you get closer to your goal, raise it so people continue to donate. You want to avoid prospective donors deciding not to donate because you have almost reached your goal. Remember, you want to raise as much money as you can for your chosen beneficiaries!
After you update your fundraising page, it’s time to send your first fundraising emails. This might be the most difficult aspect of fundraising for some of us. Remember, by joining Climate Ride, you’ve become an ambassador for sustainability, active transportation, and environmental causes. You’re involved in this movement because you’re trying to make a better planet for every person who is receiving your fundraising letter.

Even if your email doesn’t get 100% response, perhaps those who don’t donate will consider the tremendous effort you’re making for a great cause and perhaps they’ll figure out their own way to be a little more earth friendly. If you get one person to make a change, isn’t it worth the effort?

If the thought of sending a massive email makes you squeamish, try sending a fundraising email to your five closest friends or family members first. These are people that love you unconditionally anyway, so your email will likely get a positive reaction. This will help you overcome your fear of fundraising.

#3-Send one fundraising email
#4-Send a Fundraising Email to EVERYONE!

It’s important that you send a fundraising email to everyone for whom you have an email address.

Many folks mistakenly only send a fundraising email to people they think will donate, but we promise, plenty of people will surprise and delight you.

You never know who had a crush on you in fourth grade, and now they are ridiculously successful, and to prove how successful they are, and to show you that you made a huge mistake by rejecting them in fourth grade, they’ll make a huge donation.

It could happen, and in fact, it happened to one of our participant managers!
#5—“Remind” Your Donors to Donate

**Send a “Training Update”**
So they didn’t say “no” but they didn’t respond either. Rather than sitting around hoping your potential donors will remember you or even sending another blast of fundraising letters, try sending a follow up email that’s more of a “training update.” Talk about your event preparations. Talk about the massive hill you climbed, and if perchance you should get a small scratch on your knee while training, squeeze it until it bleeds and take a picture of it. Send it along with your training update. Sympathy works wonders. Sore tush? Write about it! People love that stuff, perhaps because tush talk is usually only appropriate in the confines of your doctor’s office.

**Talk about how fundraising is going.**
Always include a line that says something like “I want to thank all of my wonderful friends and family who have already helped me. If you’d like to be a part of my efforts, there’s still time!”

**Always include a link to your fundraising page.**
Send your follow-up email two weeks after your initial email, and then send another every two weeks or so.

#6—Say “Thank You!”

Just like your mama taught you, unless social media didn’t exist when your mama taught you. In addition to your thank you note, make a big public “thank you” on Facebook or other social media, and always include a link or badge to lead any of your other friends to your fundraising page. (Again – you never know who will donate!)

You’re doing a really big thing here! Be proud of your efforts and share the message with everyone! You’ll be planting seeds for a better planet and you’ll learn why many people feel fundraising as a part of Climate Ride is one of the most gratifying and moving experiences they’ve ever known.

Remember! A lack of response to your email does not mean “no.”

People have busy schedules with many interruptions, so one email usually isn’t enough.
**Quick Fundraising Tips:**

### Social Media

Social media is a great way to stay in front of people without making a ‘hard ask’. Use Facebook, Twitter, or LinkedIn to update friends on your fundraising progress. **You can connect your personal fundraising page to your Facebook and Twitter accounts to automatically post updates.** And don’t forget those huge public and enthusiastic thank yous!

### Be Creative!

**Add the URL for your fundraising webpage to your email signature.** Give out “piggy banks” and ask people to save their change for a month. **Create business cards or handbills** to give out during face-to-face interactions. Hold an auction. Set up an omelet bar at your workplace. Throw a party! Want to brainstorm together? Give us a call!

### Join a Team

Need help staying motivated? Join a team for camaraderie, encouragement, and friendly competition. Teams aren’t for everyone but there’s something to be said about **power in numbers**. Let us know if you’d like to be connected.
More Tips:

Fundraising Business Cards

Would you like some Climate Ride Fundraising Business Cards? Did you know that if you set your fundraising goal to $10k, we’ll provide you with some really nice Climate Ride business cards at absolutely no cost to you? Of course, we have no way of knowing who will be able to achieve this goal. What we do know is that folks who set higher fundraising goals are much more likely to meet and exceed their fundraising minimum, and do so much faster, than those who don’t.

We’ll Make You Famous!

Climate Ride has a press release kit you can send to your local news agencies. Often, local newspapers will run a story about a local rider or hiker (the physical challenge you’ve accepted for an awesome cause is kind of a big deal)! It’s a great way to get complete strangers to donate to your cause!

You can find the Pre-Event News Release template and instructions on how to use the template at the end of this packet.
If you need help with any of this, writing, editing, posting on your fundraising page, anything at all, let us know. If you feel discouraged or if you feel your fundraising is stalling, reach out to us!

We really appreciate what you’re doing for our planet and we’re here to help you do it! Call or email any time you need assistance!
Pre-Event News Release Instructions

It’s easy and fun to use this news release template to get the word out about your event. In the past, Climate Ride participants who pursued news stories have seen success with increasing their fundraising because people in their communities saw the stories and then donated. You never know who might see an article about you!

First, customize the release with your name and information (see Pre-Event News Release Template link below or our new form here!). Make sure that it reads well and there aren’t any typos. Pick a photo of you to send along with the release. Photos will really help you get in the news.

Second, make a list of possible places to send it. Local papers, magazines, radio stations and local TV stations work best. Try to find the name of an editor or a journalist — a specific contact to send it to. If you can’t find a specific person, you can address it to the “Editor” or “Assignment Desk.”

Third, call and explain your story, or email the release to your local contacts with your photo included. Be sure to follow up and try to schedule an interview.

Finally, the more coverage you get, the more people will hear about your ride/hike and support you. As we said before, past participants have had a lot of luck getting local stories and have boosted their fundraising as a result. Be sure to let us know if you get any stories written about you. We’d also love to highlight your story in an upcoming e-newsletter, blog or Facebook post.

Good Luck!

All of us at Climate Ride

P.S. Please note that this template is for all Climate Ride events, so you will need to customize your press release with information and dates about your specific views and your ride.

Download the Pre-Event News Release Template here.