

SEACOAST BIKE TOUR™

FUN-DRAISING IDEAS

THE BASICS

Get Excited And Have Fun: Potential supporters need to know how enthusiastic you are about the Seacoast Bike Tour™ and for the cause it is supporting. Get excited and talk it up!

Be Committed: When you raise funds for Breathe New Hampshire, you are helping to eliminate lung disease and improve the quality of life for those living with lung disease in the state. Your commitment will inspire others to get involved! By making the first pledge yourself, others who contribute to your ride will see how serious you are about the cause.

Learn As Much As You Can About Breathe New Hampshire: Visit the web site at www.breathenh.org for additional information about our programs and resources.

Begin Today: The earlier you begin fundraising, the easier it will be to meet your goals and maybe even surpass them while still having time to focus on your training as the ride approaches.

Ask and ask BIG: If you ask for \$100, they may give you \$50, but if you ask for \$25 they will give you \$25 even though they may be able to give you more. Don't be afraid to ask higher and they can always go down from there. Don't short change yourself.

Pledge to yourself First: Your first donation should be from you. You know your financial abilities; give the most you can. It is more convincing to outside sponsors and donors if you show that you believe enough in what you are doing to sponsor yourself.

Ask your sponsors to dedicate their donation to someone they know that has or had lung disease or someone they hope never will (a child, spouse or parent). Tell them that you will dedicate a portion of your ride to them.

IT'S THE LITTLE THINGS

Here are some little things you can do to make a big difference in your fundraising efforts.

Answering Machine Message - Change the message on your cell phone or answering machine to mention that you are riding in the Seacoast Bike Tour™ and that you need help in reaching your fundraising goal.

Signature Lines - Change the signature line of your outgoing e-mails to mention your involvement in the Bike Tour. This is a great way to catch others' attention.

Return Address Labels - Create return mailing address labels with a catchy message such as, "I'm raising donations to support healthy breathing in the state through Breathe New Hampshire's Seacoast Bike Tour™. Will you join me?"

Color Pledge Forms – Color pledge forms or letters to friends and family can be very eye-catching and will stand out among a sea of mail. Materials could even be sent in colored envelopes, too.

Keep Fundraising Letters In Your Purse Or In Your Car – Keep some fundraising letters with you and you will always be ready to ask others for their support.

Business Cards – Print up some inexpensive business cards (you can do this easily on your home computer). Have all the pertinent information on the card including your name, the name and dates of the event, the Breathe New Hampshire website so folks

can be directed to your online fundraising page and your mailing address, or other contact information. Hand these out to everyone you meet!

Extra Change - Keep a jar near your door and put all your extra coins in it every day. It will add up quickly! Put one on your desk at work - others will join you! Or create little boxes for your friends and family and have them place it on their dresser. At the end of the day, they can drop that spare change in the box. Before the Bike Tour weekend, you can gather the boxes and count the change!

OFFICE FUNDRAISING

Dress Down Day: For a donation (such as \$5 or more), an employee has the company's approval to dress down for a specific workday. For added exposure, you can create buttons or stickers that advertise your team and its participation in the Seacoast Bike Tour™. Employees can wear the buttons as their "official passes" for dressing down.

Root Beer Float Party: Host a root beer float party in the break room. Invite everyone to attend as a way of thanking those who are supporting you, and as an invitation to those who haven't had the chance yet to make a donation. This is a quick way to raise proceeds, as well as an effective way to promote your team and recruit sponsors and riders.

Paper Bike Sale: Sell paper bicycle cutouts to fellow employees. Post these with the employees' names on your office wall to show who has been supportive. This is a great way to use positive peer pressure to get everyone's involvement.

Office Competition: If your office has a competitive spirit, then challenge another office or department to a fund-raising contest.

Raffle A Day Off Or Parking Spot: Ask the boss to donate a paid vacation day to the winner of a raffle. Sell the tickets for \$5 - \$10 each. For larger companies, you could even raffle a prime parking space closest to the entrance.

Desk Drop: Get mini-bags of assorted cookies. Make up little business cards imprinted with your team information and directions on how to sponsor you. Attach the card to the cookies and drop one on the desk of each of your co-workers you want to sponsor you. You could also talk to them personally, so you can tell them about the Tour and why you are riding.

Penny Wars: Put out a jar for each department at your office. For every penny that is in there you have to subtract one point. For all silver coins you get one point. Do this for approximately a week, put all of the money toward your fundraising and reward the department with the highest total.

Curse Jar: Place a Curse Jar in your office. Whenever someone slips and says a bad word they have to open up their wallet, grab a dollar and put it in the jar.

Meet The Press: A company newsletter or interoffice email is a great way to get the word out about your ride. Just make sure to get permission from your supervisor first.

Double Your Pledges: Contact your Human Resources Department to find out if your company has a corporate matching gift program. If it does, secure and complete a form to turn in with your pledges. This is an easy way to double your total. Encourage your sponsors to ask their companies for matching gift forms too.

USE YOUR CONNECTIONS

Doctor/Therapist/Dentist/Chiropractor/Insurance Agent/Yoga Instructor: Ask him/her to sponsor you in your ride.

Civic Organizations: If you are a member of a Civic Organization ask to be placed on the agenda at the next meeting and ask the group to sponsor you.

Fraternities And Sororities: Contact the National Chapter of your college Fraternity or Sorority and ask them to make a donation.

Alumni Organizations: Call your own college or university and ask for their support.

Church Bulletin: Place an advertisement in your church bulletin/newsletter letting the congregation know that you are riding in the Tour and invite others to join your Team or sponsor your ride.

Neighbor: Write to your neighbors on your block or in your building. Attach a letter stating what you're doing and ask them to make a donation (or just stick a flier in their newspaper box explaining why you're raising money).

Creative Friends: Find a local artist or ask a creative friend if he/she would donate a piece of art or some jewelry that you can auction off. Or do you have a little piano bar in your neighborhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know it's a fundraising event for your ride.

Other Parents: If your kids play on soccer leagues or any other sports teams, distribute your pledge forms to the other parents at the event.

Gym: Ask your gym to place a pledge jar at the front desk. Leave a stack of pledge forms at the counter, too.

Spinning Class: Take a stack of pledge forms with you to spinning class and ask your spinning instructor to make an announcement in class about your ride.

Corporate Sponsorship – Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.

EVENTS

Try these fun ideas to increase your fundraising efforts. The more creative you are the better. Your enthusiasm will help you raise money for lung health programs and initiatives in the state.

Sports: Host a party to watch the big game and ask your guests to make a donation toward the ride!

Garage Or eBay Sale: Team up with friends, neighbors and co-workers for new or used donated items. Sell items on eBay or at a garage sale.

Used-Book Sale: Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard. Put up some signs so people will know where the money is going.

Bake Sale: Baked goods are always great at the office or after church services.

Car Wash: Hold a themed car wash and ask businesses to donate items. Get family and friends involved.

Concert: If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to Breathe New Hampshire.

Hold An Auction: Solicit local businesses for items and hold an auction. This can also be done online.

Hold A Raffle: Raffle donated tickets to an upcoming event, such as a concert, play, or sporting event.

Road Rally Treasure Hunt: Charge a registration fee for each participant. Contribute the registration fee to your fundraising goal. Organize a route with clues at each site for contestants to find the next stop and create a time limit and final meeting place. This is sure to be loads of fun!

Happy Hour Party: Invite all of your friends (and their friends too!) to a happy hour party. You can charge per head or just hold a raffle with small raffle items such as movie tickets.

Dinner/House Party: Treat your guests to a great dinner at your home in exchange for a donation.

Golden Globes & Oscar Parties

Make fundraising glamorous and fun. Put together a sheet of all the nominees for all categories and get everyone to select who they think will win. The person with the most correct entries wins half of the pot and the rest goes towards your fundraising. You can do this as a party or as an office pool.

Theme Party/Dinner: Hold a theme party for 10 or more of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in pledges by the end of the night.

Television Show Finale Party: Pick your favorite TV show and invite a large group of family and friends over to watch the big season finale. Charge admission and put the money toward your pledges.

Host A Movie Party At Your House: Pick up a new movie at your local movie store, make some popcorn, grab some soda and invite your friends and family over for movie night. Of course have your pledge forms ready to pass out!

Game Night/Poker Night: Get out those board games or cards and enjoy a fun night with friends and family! Charge admission, divide up into teams and let the fun begin!

ADDITIONAL CREATIVE IDEAS

Local Restaurant Fundraisers: Check out your local pizza place or other family operated restaurant. They may have a designated day of the week or month when they support local charities and causes.

Happy Hour: Approach your favorite bar / lounge and ask them if they will donate a percentage of their Happy Hour sales to you. Let your friends and family know that you are receiving a percentage to have the highest attendance as possible. Who does not like Cheap drinks!

Rent A Person/Team: Offer yourself, your family, or your entire team for rent for a day or even for a few hours. This can also work in a raffle. You can offer yourself and your team's services for babysitting, cleaning, house sitting, lawn care, car washing, moving, or even serving as a personal assistant for a day.

Birthday Gift: For your birthday, have your friends and family write you a check for your ride. This is a simple way to raise money that will save your friends and family from trying to find you just the right birthday gift.

Inspirational Bookmarks: Create bookmarks and sell them to your friends and family.

Radio Station: Call your favorite radio station and ask them to make an announcement on the air (they may even interview you). Donations can be sent directly to our office.

Favorite Magazine: Call the editor and ask them to sponsor you. If you've subscribed to a particular magazine for a long time they may be willing to give something back.

Ride Along: Ask a potential donor to ride along on one of your training rides. They may be more willing to donate once they fully understand what you've committed to doing!

Sell Spokes: “Sell” each spoke of your bicycle wheel for \$20.00 each!

OTHER HELPFUL HINTS

Ask Anyone And Everyone: Ask family and friends first. Once you have tackled the “easy ones,” branching out is simple as you ask clients, co-workers, clubs, anyone and everyone for pledges. Make a list of places where you spend money. Great places to solicit support donations are doctors' and dentists' offices, the dry cleaners, auto repair shops and your favorite restaurants.

Expand Your Circle Of Giving: Ask everyone on your prospect donation list to ask one other person unknown to you to donate to your ride. You could even give 10 of your friends 10 pledge forms each and ask them to help raise money for you!

Send Newsletter Updates: Send a newsletter (either hardcopy mailing or email) about every six weeks after your initial mailing with updates on how your training is going, where the support donations go, pictures from training, invitation to the finish line, or other information. This is a great way to remind folks of your ride without making too many direct “asks”.

Ask For A Specific Amount: Tell sponsors what your average pledge is and ask them to beat it!

Ask For Donations On Pay Day: Timing is very important. It is just as important as who you ask.

Create your own Pledge Cards: For example you can have different amounts be with different categories.

\$25.00 – “just to see if you can do it”

\$50.00 – “Go Girl”

\$75.00 – “Better bring me back pictures”

\$100.00 – “I am looking for good Karma”

\$150.00 – “She’s / He’s my daughter/ son and her/his success is my success”

\$250.00 – “Looking for a big Tax write off”

Check the Bike Tour Handbook for additional fundraising ideas and tips on creating fundraising letters.