



FUNDRAISING TIPS

[*Get Ready...Get Set...GO!*]

Fundraising minimum: The fundraising minimum is \$150 for 25-mile riders and \$250 for 50-mile riders (registration fees not included). Participants who reach or exceed \$250 will receive a Cycle for Life cycling jersey (registration fees not included).

Set up your personal fundraising page: It's free, easy and a great tool for raising money. Register online at www.cycleforlife.com, then customize your fundraising page with photos and your story. Let everyone know why you're riding in the Cycle for Life. Personal stories are a great way to motivate others to support your fundraising efforts.

Use social networking sites: Facebook and Twitter are effective ways to get the word out about your ride. The more you share about your fundraising efforts, the more your friends will get involved. Some suggested status or Twitter posts for you and your teammates:

- Post a status that you signed up to participate in the Cycle for Life
- Post why you are participating in the event and how much you hope to raise
- Post a picture to help connect your followers to your cause
- Post thanks to donors when they give and when you reach 50% and 75% of your goal

Maximize your fundraising with matching gifts: Check with your employer to see if your company will match employees' charitable donations, and encourage your teammates and donors to do the same. Some companies will contribute as much as three times an employee's donation!

Host an event: Throw a party, cookout, hold a bake sale, carwash or host a wine tasting. Determine a common theme you can share with family and friends. In lieu of bringing a host gift or food, ask for a donation.

Get your neighborhood involved: Ask your local stores to put a collection jar on the counter in support of your ride. Or ask your favorite restaurant to donate a percentage of one evening's income to you.

Get your employer involved: Ask your employer to offer \$5 dress down days at work and have the proceeds support your ride.

Send a press release to your local editor:

Refer to the Sample Press Release, located on the website under Rider Tools, and customize with your personal story.



**How you can raise \$350
in just one week!**

Day 1: Sponsor yourself for \$25

Day 2: Ask three family members to sponsor you for \$25 each

Day 3: Ask five friends for \$5 each

Day 4: Ask five co-workers for \$10 each

Day 5: Ask five neighbors for \$10 each

Day 6: Ask three local businesses (hairdresser, dry cleaner, etc.) for \$25 each

Day 7: Ask your employer for a company gift of \$50

Other helpful hints:

Customize your letter to your audience and be sure to include the link to your personal fundraising page. **Tell everyone your goal and deadline for receiving gifts.** Send reminders to your family and friends if your deadline is approaching and they haven't donated yet. **Tell donors any gift, large or small, will help!** Be sure to thank your donors and send another thank-you after the event to let them know how you did!

Floating Hospital
for Children

at Tufts Medical Center



BE SURE TO ASK EVERYONE YOU KNOW!

They won't give if you don't ask!



Team Building Tips

Here are a few tips to help with building a team and fundraising:

Form a team: You can create your team during the online registration process. Think of everyone who might want to join, even if you don't know someone very well. It's a great way to get to know people.

Team member registration: Each person on your team must register. People can join your team during the registration process and create their personal fundraising pages at that time too.

Jerseys: Each rider who raises \$250 or more will receive an official Cycle for Life cycling jersey (registration fees not included). Refer to the fundraising tips for helpful hints.

Set a goal: Set a team goal and periodically update your team members on your team's progress. Encourage your teammates to set personal goals. These will roll into the team's goal.

Build team spirit: Host a team yard sale or another event, and collect donations, with all of the proceeds supporting your team.

Promote your efforts: Contact your local newspaper, radio station or cable TV outlet to ask if they'll do a story about your team. Refer to the Sample Press Release, located on the website under Rider Tools, and share your story with your local editor.

If you have a team at work:

- Create a thermometer indicating your team's fundraising goal with your team member's names on it. Post it in a public area, such as your break room at work and mark it as you get closer to your goal.
- Post pledge sheets in a central spot where people can donate or join your team. But remember, team members must also register.
- Put a change jar in your office.
- Include a story about your team in your company's internal newsletter. Be sure to include the link to the website so people can donate or join your team, www.cycleforlife.com.
- Display Cycle for Life posters in your lobby, on bulletin boards, and in your office cafeteria.

Sample Fundraising Letter

Dear Friends and Family,

Childhood cancer changes everything and affects nearly 11,000 children each year. But we can take some action against it. On Saturday, September 11th, I'm participating in the 14th Annual Cycle for Life, a fundraising event to benefit the nationally renowned Child Life Program at Floating Hospital for Children's Cancer Center. By participating in this event, you can make a difference in the life of a child with cancer. Floating Hospital for Children deserves our gratitude, and they need our support – both yours and mine.

I've made a personal commitment to raise \$_____ for Cycle for Life and I hope that you'll help me reach my goal. You can visit my personal fundraising page at www.cycleforlife.com and learn more about Floating Hospital for Children at Tufts Medical Center and the young cancer patients who benefit from the Child Life Program. You can also learn more about the event, and see how close I am to reaching my goal.

You can make a gift using a credit card when you visit my web page. Or you can make a contribution by check, payable to Tufts Medical Center, and mail it to me at:

SALLY SMITH
123 MAIN STREET
CITY, STATE ZIP

Every dollar helps! And your gift is tax deductible. Thank you for supporting my cause! If you have any questions, please contact me at YOUR PHONE NUMBER or YOUR EMAIL.

YOUR SIGNATURE