



# FUNDRAISING 101

## THE BASICS

### **Start your fundraising early!**

In fact, start your fundraising today. Procrastination will not work. The sooner you begin, the easier it will be.

### **People will want to be a part of your efforts**

Talk to people; tell them what you're doing. People will want to be a part of your effort and they will want to support you! Give them the opportunity. Let them be a part of your ride.

### **Ask, ask & ask**

If you don't ask for a donation you won't get a donation. Ask everyone you know; ask everyone you don't know. The more people you ask, the more times you ask, the more money you will raise.

### **Have a plan**

The hardest part of fundraising is getting started. Devising a fundraising plan will make this much easier and will also help you set achievable and measurable goals.

### **Your reason for riding**

Many people participate in this ride for many different reasons. Take a moment to think about why you've decided to ride in the Tri-State Trek. Write it down... remember it. Share this reason with other people, let them feel a connection.

### **Send thank you notes**

They are a great way to show your appreciation and make it easier to secure repeat donors.



ALS TDI • Tri-State Trek  
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## A FUNDRAISING PLAN

Having a fundraising plan is essential for successful fundraising. Whether you scratch it out on a napkin at lunch, write it into your calendar, or detail it in a comprehensive Excel spreadsheet, a good fundraising plan will pay off. You can set realistic goals for yourself, track how far you've come and understand how much farther you need to go.

Below is a sample plan. Feel free to use this list or make modifications to it to suit your fundraising techniques.

- Set your goal
  - Think about who you know and how much they could support you
  - Set realistic goals
- Letter Campaign (feel free to use the attached Sample Letter)
  - Buy stamps, envelopes and paper
  - Go through my phone book and my e-mail list and list all possible donors
  - Make 100 copies of the letter
  - Mail out and keep extra copies with me to distribute appropriately
  - E-mail letter to all people in my e-mail address book
  - Follow up e-mails and letters with phone calls
- Fundraising Party
  - Contact local bars to find a good venue
  - Contact local merchants for door prizes and raffle prizes
  - Send out party announcements to friends and co-workers
  - Contact local restaurant for food donation
  - Make banners and signage for party
  - Call TST for info on party ideas and Cowbell give-aways
- Sponsorships
  - Contact local shops for sponsorship opportunity
  - Contact bike shops for donation of cycling jersey to print possible sponsor logos
  - Write up a letter for possible sponsor
  - Follow up with a phone call
  - Contact local newspapers to inform them of sponsor

## SOME FUNDRAISING IDEAS

### Letter Campaign (Feel free to use the Sample Letter on page 6!)

A good letter campaign is the best and easiest way to raise money.

- Write a list of all the people you know and don't leave anyone out! Friends, family, coworkers, managers, bosses, customers. Go through your address book, your e-mail list, your holiday list. Include your mechanic, your accountant, your lawyer – if you support someone on a regular, or irregular, basis you should expect that person to support you.
- Write your letter and make it personal. Tell people what you're doing and tell them why you're doing it. Explain the training you're doing and talk about the 275 mile trek you will be embarking on. Talk about ALS and explain the importance of the work ALS TDI is doing.
- Send your letter to everyone you listed above. If you'd like, include a self-addressed stamped envelope to make it easier for people to support you.
- Carry your letter with you everywhere and talk to people about what you're doing! Find a way to talk about the ride and what you're doing this summer, ALS has affected so many people you never know who you'll end up talking with and who will want to support you.

### Having a Fundraising Party

There is no one way to have a successful fundraising party, and it is up to you to determine the type of party you want to have. Do make sure, however, that your guests know that they will be attending a fundraising party - no one likes to be surprised.

Here are examples of two different types of fundraising parties:

- **The Relaxed Environment**
  - Yes, you are doing serious work, but that does not mean that you shouldn't have fun. If you're more comfortable in a relaxed, traditional party atmosphere, then that's the approach you should use.
    - You may choose to charge your guests a set amount as they enter. Let them know that this cover charge is a tax-free donation to the Tri-State Trek.
    - Have a copy of your fundraising letter out. Put up a sign asking that people please take a letter and make a donation to your ride.
    - Keep the mood light and enjoyable, but don't pass up an opportunity to talk about ALS, what you're doing and how you're preparing for the ride.
    - Raffles and silent auctions are a great way to raise more money throughout the party!

- **The Information Session**

- This gathering will have a serious and more somber tone to it. The goal is to educate your guests on ALS, ALS TDI, and the Tri-State Trek. Let them know what you're doing and explain to them why you need their support.
  - Send out invitations announcing the gathering and have your guests arrive at a specific time.
  - Once everyone has arrived sit them down and thank them for coming.
  - Start off by telling them about this ride and your commitment to the cause.
  - Explain to them what ALS is and talk about its degenerative effects
  - Explain your resolve to support ALS TDI's efforts to find a cure for this disease.
  - Talk about the Tri-State Trek and explain the training and level of preparedness required to ride 270 miles.
  - Pass out your letter and ask them to support you by making a tax-free contribution to the Tri-State Trek.

### Going door to door

- This is difficult, but if you're confident in your approach, it does work. Keep these few things in mind and you will be more successful.
  - Introduce yourself.
  - Tell the person what you're doing
  - More importantly, *why* you've decided to do it.
  - Give them a connection to you and to the event.
  - Bring copies of your fundraising letter with you and hand one to the person as you explain what you are doing.
  - Be prepared to leave information with people and have them mail you a check at a more convenient time. A self-addressed stamped envelope is always helpful.
  - Do not go at dinner time! Try mid-day on a Saturday or Sunday.
  - Businesses are a great place to target! It's usually easier to ask for money from a business and most businesses don't have a problem with giving a \$25 or \$30 donation.

### Offer Sponsorship Opportunities

- Corporations, large or small, are a great source for donations and support. People will usually feel more comfortable asking for donations from companies, and companies are usually able to give more than individual donors. Offering a company an opportunity to sponsor you should be looked at as mutually beneficial. You receive a donation and the company has a great opportunity to support a good cause and get their name out. Bring some information on our Teams Program and give them an opportunity to form and sponsor a team. Here are a few tips:
  - Find out the name of the owner or manager of the corporation you'd like to work with.
  - Contact that person at an off-peak hour. If you're contacting a restaurant do not call during their lunch or dinner rush!
  - Immediately follow up your call with a letter. Follow up that letter with call about a week or so later.
  - Give your potential sponsor the ability to put its name and logo on a riding jersey or t-shirt.

## FUNDRAISING 101

- Offer to send out a press release to a local newspaper informing them of your sponsor's commitment to this cause.
- Be creative with what you can offer a potential sponsor. Remember, people love publicity and the more you can offer them the better.
- Just as when you go on an interview sell yourself. Try to make your potential sponsor understand that this is an excellent opportunity for their business.

### Spin in Public

- If you're not shy, get out and get visible! Sometimes bringing your cause to the public is better than letting them come to you.
  - Set up a Spinning bike or stationary trainer in a public location
    - Find a suitable location.
    - Talk to the manager/owner and tell him/her what you'd like to do.
    - Select a date and time (consider what to do in case of rain).
    - Play Music.
    - Make it fun!
    - Collect donations from passersby and anyone who asks what you're doing.
    - Great locations include Starbucks, malls, public transportation areas, etc.
    - Bring a copy of your letter and other information on the Trek and ALS TDI.

### A Few More Ideas

- Feel free to come up with your own, as well!
  - Hold a Garage Sale
  - Set up a Carwash
  - Put on a Benefit Concert

## SAMPLE FUNDRAISING LETTER

Below is a sample fundraising letter. Please feel free to tweak it as you see fit. This letter is coming from you not us, so make it your own. Also, please feel free to contact us about visiting the ALS TDI Research Facility in Cambridge, MA. We are always available for tours and would be happy to provide more information on fundraising at any time.

**Dear Friends and Family,**

**This summer I will be participating in a 270 mile charity bicycle ride called the Tri-State Trek. This incredible event, now in its seventh year, is designed to raise money to end ALS. Amyotrophic Lateral Sclerosis (ALS), or Lou Gehrig's disease, is a neurodegenerative disorder that paralyzes the body but leaves the mind intact. Patients on average live between two to five years. There is no cure; an ALS diagnosis is a death sentence.**

**We ride to change that; and we proudly support the efforts of the world's leading ALS research facility, the ALS Therapy Development Institute. Operating the world's largest ALS research center in a state-of-the-art laboratory in Cambridge, Massachusetts, ALS TDI is driven by a single, profoundly important goal - to discover viable treatments for ALS as quickly as possible.**

**I have committed to raise at least \$1,800.00, and to train my body to cycle 270 miles in three days. The course is difficult and my training is intensive and time consuming, but ALS demands our attention and I will do all I can to help; and I am asking for your help as well. Please donate!**

**Help me reach my goal. Riding is the hard part; donating is easy. All of the information on how to donate is included in the attached pledge form and as you know every dollar counts, every amount helps, and all of your support will help me reach my goal!**

**Thank you so much for your time and consideration. See you at the finish line!**

**Kindly yours,**

**John A. Doe**



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