



## **How To Raise \$500 in only 9 days!**

Create your Personal Fundraising Page on [www.firstgiving.com/ateasefdn](http://www.firstgiving.com/ateasefdn)

When you go to the First Giving web site, look up A-T Ease and you can set up your account and create your fundraising page. It's simple! Then . . .

- Day 1: Start by sponsoring yourself for \$25
- Day 2: Ask two family members to sponsor you for \$25
- Day 3: Ask five friends to contribute \$20
- Day 4: Ask 5 co-workers to contribute \$10
- Day 5: Ask 5 people from your church or temple to contribute \$10
- Day 6: Ask your manager for a company contribution of \$100
- Day 7: Ask five local merchants to sponsor you for \$20
- Day 8: Ask 2 local businesses you frequent (dry cleaner, hair salon, etc.) to contribute \$25
- Day 9: From this day until the deadline date keep raising money!

### **Where do your dollars go?**

Monies collected fund important A-T programs and research.

### **Top Eight ways to become a Top Fundraiser**

1. Write a letter or send emails
2. Use your facebook and Twitter accounts
3. Put a video on You Tube
4. Ask everyone you know
5. Set your goals high
6. Compete with friends
7. Get matching gifts
8. Hold your own fundraiser
9. Educate your donors
10. Thank your donors

### **Double Your Money with your company's Matching Gift Plan**

Many employers throughout the United States have programs to match the charitable contributions of their employees. These programs can double and sometimes even triple your gift. Generally all gifts to the Foundation are eligible to be matched depending on your employers specific program. It usually only requires a simple form that should be sent to A-T Ease Foundation along with your contribution. Check with your human resources or benefits office to find out if your employer will match your generosity. These gifts are extremely beneficial in supporting the work of A-T Ease Foundation and are simple and convenient. You can also search online at [www.matchinggifts.com](http://www.matchinggifts.com) to determine if your company has a matching gift program.

### **Develop a Fundraising Target List**

You will be surprised at how many people you know and what a resource they can be in the process. People are especially understanding of fundraising efforts these days, particularly when it is for such a great cause like A-T Ease Foundation. Here some ideas of whom you might add to your list.

### **Immediate Family**

Your mom, dad, sister, brother, stepsibling, aunt, uncle, cousin, grandparent, and even your own children.

### **Friends and Associates**

Fellow cyclists, co-workers, neighbors, clubs, PTA, religious groups, civic groups, charitable groups you do work with, business associates, high school friends, college friends, military friends, former co-workers, people from the old neighborhood, alumni groups, private clubs, sorority/fraternity, significant others and their friends and family or co-workers, friends of your children and their parents.

### **Businesses You Patronize**

The place you buy your coffee each morning, your doctor, lawyer, accountant, dry cleaners, veterinarian, pediatrician, beautician, barber, jeweler, landlord, mechanic, plumber, landscaper, interior decorator, financial advisor, pharmacist, travel agent, restaurants you frequent, bars you visit and stores you shop in.

### **Your Lists**

Holiday card list, address book, club lists, chamber lists, professional group lists (Rotary Club, leadership organizations), employee lists, suppliers list, church directories, group e-mail lists (have your friends forward your e-mail to their friends) cycling club rosters, running club rosters and other phone trees you may have from work, marching band, and little league teams.

## **Create a Fundraising Strategy** (See sample letter/email below)

### **Letters**

Now that you have your lists organized, you need to work on your donation letter. The number one way of raising money for this Bike Tour is by writing a personal solicitation letter.

What makes the solicitation letter so successful is how little time it takes to send a good deal of information to a large amount of people. With every letter you mail, you should include a return envelope.

Keep in mind it usually takes two to three weeks before the donations from these solicitation letters begin to come in, so get these letters written and sent as soon as you can.

The key to the entire letter campaign is writing a good letter. Here are some suggestions that might bring you success:

### **Make it Personal**

We all love to get meaningful mail, so personalize your letter. Let them know some events that are going on in your life other than the Bike Tour. Did your child just lose his or her first tooth? Did your son score the winning basket in his league championship game? Did you just get a promotion? These personal touches will help your recipients connect with you.

### **Make 'Em Laugh!**

Everyone loves a chuckle, so use humor where appropriate. Start your letter with something like "Have you heard that (your name here) has gone off the deep end again? This time, though, I'll be riding 42 miles just to get there!" This is a good way to break the ice before you ask for a donation.

### **Keep It Short and Sweet**

While everyone loves getting a letter, nobody has the time or desire to read something long and drawn out. The letter should be short (no more than one page), concise and easy to read.

### **Who's Your Buddy?**

Let people know that you are not just training, but that you are training for a good cause. Introduce A-T Ease Foundation to your donors. Let them know something about us, and why you want to ride for us.

### **Help!**

What separates this letter from other letters you have written is the fact that you are asking these people to take action. Providing them information on what you are doing is just as important as making it clear that you need their help in reaching your goal.

### **Show Me The Money!**

We recommend giving your donors suggested giving levels. By including your fundraising goal in your letter, donors will know exactly how much money you need to raise for this Bike Tour.

In terms of suggesting donations, break it down for them. For instance, ask them to donate 50¢ for every mile you ride (\$21), or ask them for a flat rate for the entire 42 mile ride. Finally, think about setting at least one high giving mark: \$250 to \$500. Another way to do this is by singling out a handful of people you think might consider this higher level and writing them separate letters. Also remind them that their donation is tax-deductible. A-T Ease Foundation's Tax ID number is 01-0659601.

### **Set a Deadline**

People are generally motivated by deadlines. We give you a deadline for your own fundraising, and we recommend you give your donors an even earlier date. This is a good way for you to assess your progress before it is too late.

### **Explain the Donation Process**

Be sure to give clear directions on the donation process. Walk them through the process step-by-step.

### **Track Your Letters**

Keep a list of all the people you send letters to and track who gets back to you and who does not. This will not only help you send follow-up notes or make follow-up phone calls, but it will also come in handy when you send out your thank you notes after the event.

### **A Gentle Reminder**

Many people will get your letter, think to themselves that they would love to help, put the letter aside and completely forget they even received it. The best way to send a reminder is to give personal training updates. Write to your potential donors and tell them how your training is going, and that you know if you keep on track, the 42 miles will be an achievable goal. Let them know that the fundraising is going well, but that you still have \$X to go before you reach your goal. At the end, ask them again if they would consider sponsoring you for this great cause, and walk them through the donation steps again.

### **Web Fundraising**

Use your facebook and Twitter accounts! Create a video on You Tube!

### **E-mail Fundraising**

E-mail is a great and simple way to get information to a lot of people in a short and productive amount of time.

Unlike letters sent through the mail, e-mails can be much shorter but can still be powerful tools to help you get your fundraising message to a large group of people.

It should be noted that e-mail may not be appropriate when targeting your "Heavy Hitters" for large donations. In the event you are seeking large donations, a personalized letter may be a better option.

In the event you decide to send e-mails, make sure you provide instructions on where donations should be mailed and to whom checks should be made out. All checks should be made out to A-T Ease Foundation.

It is recommended that donations be mailed to you first so that you can log and forward them to us. When you write e-mails to potential donors, be sure these people actually use e-mail as a way of communication. For those people that use it everyday, it can be a good way to gain fast access to your audience.

Following is a sample e-mail. Notice that it uses many of the same techniques you would use in writing a standard mail letter. It is simply a shorter version.

## SAMPLE LETTER/EMAIL

I am writing to ask for your help. I have registered to participate in the TD Bank Five Boro Bike Tour, a 42-mile bike ride through New York City. In addition to riding in the event, I have agreed to raise a minimum of \$500 for an important cause.

The money I raise benefits A-T Ease Foundation. This non-profit organization was founded in 2002 in order to raise funds and awareness of *Ataxia-Telangiectasia (A-T)*, a rare genetic disorder affecting children. It is progressive and debilitating; causing cancers, immune system deficiencies and neurological deterioration. There is no cure for A-T at the present time.

Now I know what you are thinking: "I would love to help out, but I can't ride 42 miles around the five boroughs of New York City!"

Well, the good news is: you don't have to! What I am asking from you is a donation for this great cause. Any contribution that you can make is greatly appreciated.

I sincerely appreciate your time and want to thank you in advance for any donations you can make. Please go to my personal fundraising page at [www.firstgiving.com/ateasefdn](http://www.firstgiving.com/ateasefdn) or mail your check to my address and make it payable to A-T Ease Foundation. And don't forget: all donations are tax-deductible.

(INSERT MAILING ADDRESS HERE)

Sincerely,

Your Name