



SIMPLE TIPS FOR RAISING DONATIONS FOR YOUR RIDE

Write It Down

A personalized letter is the most basic tool of fundraising, and that's because it works. Whatever else you do, write a letter first. Use it to explain the facts — that you'll be participating as a rider and that you'd like to offer them the opportunity to help you support people living with HIV/AIDS. Include some facts about AIDS and the Orange County Ride for AIDS. Let people know why this cause is important to you. Send your letter to everyone you have an address for, and then look for more addresses and send even more letters. Don't forget to include a donation form and a pre-addressed return envelope.

Work the Neighborhood

There are countless opportunities to raise money within a few miles of your home. Think about it: the coffee shop, the gym, the laundromat, the car wash, the supermarket, the newsstand, the dry cleaner, the video store, the dentist's office, the bar, the deli, the parking lot, the bike shop, the pizza place. You patronize these businesses all the time. Ask them to help you out with your fundraising effort. How?

- Just ask for money — businesses, too, can be donors.
- Put a poster in the window, explaining what you're doing and how to help.
- Display a donation box and/or letters and donation forms on the counter.
- Ask the business to donate a portion of their proceeds on a given day.
- Offer to wear their name on your t-shirt in exchange for a donation.

Bring It to the Office

Your place of work is an opportunity to reach more people, and they're often a captive audience. Let people at work know what you're doing, and enlist their help:

- Just ask for money. Your company might be happy to donate to your Ride for AIDS fundraising goal.
- Then, ask for more — see if your company has a matching gift program.
- Send an e-mail to the entire company with a donation form attached.
- Set up a small display. Maybe hang a poster in a prominent place like your office or the break room.
- Approach clients, vendors, anyone else your company does business with (make sure it's OK with the boss!).
- Host a lunchtime meeting and do a presentation about Ride for AIDS and your commitment to your colleagues.

Timing is Everything

Special circumstances can provide an ideal opportunity to grab a donation. For example:

- Birthday coming up? Ask for donations in lieu of presents.
- Set up an office pool, selling betting squares with 50% of the money going into the pot and 50% towards your fundraising goal. Who knows, maybe the person who wins the pot will graciously choose to donate those winnings towards the goal as well!

Go Paperless: The Internet and email have significantly affected the fundraising world. Use them to your advantage. Let people know that they can make donations on your behalf at www.ocrideforaids.com. Add a short message about donating to your e-mail signature. After you register as a rider you can design your own web page where people can learn about your commitment and donate money.

Extra “Change In My Pocket” Box: Create little boxes for your friends and family and have them place one on their dresser. At the end of the day they can drop that spare change in the box. Before the pledge deadline, you can gather the boxes and count the dough.

Office Fundraising Challenge: Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. Maybe some movie passes? Gift certificate to dinner?

Voice Mail Message: This will alert everyone who calls you that you’re up to something special! Let them know that you need their support.

Fundraising dinner at your local favorite restaurant: Ask your favorite local restaurant to host a Fundraising Dinner for you. They supply the food and you supply the pledge forms.

Movie ticket donation: Ask your local movie theater to donate several movie tickets. Sell them and put the money toward your pledges.

Delegate: Give 10 of your friends 10 donation forms each and ask them to help raise money for you.

Business Cards: Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, team name, name/date of the event and your address (or PO Box #). Hand these out to everyone you meet. Don’t forget to add www.ocrideforaids.com.

Doctor / Therapist / Veterinarian / Insurance Agent: Ask him/her to make a check out for you instead of the other way around.

Dentist: Hopefully you won’t have to pull teeth to get him/her to help you out a little.

Hair Salon: Ask your barber or hairdresser to donate \$2.00 of every haircut they complete over one weekend.

Neighbor: Write to all your neighbors on your block (or in your building). Attach a letter stating what you’re walking for and ask them to make a donation.

Meet the Press: Does your company/neighborhood association distribute a newsletter? Does your company have interoffice email? Does your neighborhood association hold monthly meetings or is there a place to post announcements? Take advantage of these! It’s a perfect way to get the word out.

Company Vacation Days: Ask your boss or human resources director if they can swap one of your vacation days for a day's pay.

In honor/memory of: If you're riding in honor/memory of a loved one, include a picture of you with your loved one in your pledge letter, on posters, etc., or offer to walk in honor/memory of a friend's loved one and wear their picture on your shirt the day of for a \$25.00 donation.

Church Bulletin: Place an advertisement in your church bulletin letting the congregation know what you're up to.

Remind Them: In case you didn't receive an answer the first time you asked ... ask again! Your potential donor may need a little coaxing. Send out reminder letters/emails updating everyone on your fundraising status – list the people who have given already and say thanks. Others may want to be listed in your next email and therefore send a pledge!

Share the Experience: Tell your story. The more you talk about your commitment to the OC Ride for AIDS the more people will share in that excitement and want to pledge to 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 them to place an ad in the alumni newsletter asking for donations.