



Welcome Ride & Rallyer!

So, you've decided to help raise pledges for the VRRI by participating in the RIDE & RALLY. This will be fun. Everyone loves to help a good cause and our well respected agency has been a leader in helping Albertans with disabilities since 1969.

How to be a top fundraiser in one easy lesson:

Set a goal and let people know what it is. \$1000.00 is an attainable goal for many people. Start by having a large pledge on the top of your pledge sheet that indicates your commitment to the cause. Next, determine who you will ask for pledges and what amount you will ask for. Remember, donations are tax receiptable. Here are some people to ask in your quest for support.

1. You're making a list - and checking it twice.

Family: Make sure you give everyone the chance to support your efforts, don't leave anyone out. They should be behind you 100 per cent. First asks should be personal - that's face-to-face or by phone - and then followed up on.

Friends: Friends are the same deal, get personal with the ask. Those closest to you don't want to read about your ride in an e-mail, they want you to ask them. Follow-up later with an email or letter.

Coworkers: Hype it up and get a challenge going. Recruit a close colleague at work to help you raise funds in other departments. Remember everyone you have sponsored or pledged, bought products from in the past? Well, now it's pay back time (in a good way) for all those Girl Guide cookies (etc.) you've bought!

Facebook/Myspace: We know you have 386 friends; it says so on your Facebook page! Send a message about the RIDE & RALLY to ask for support.

Sports Teams/Clubs/Associations/Congregation members: These can be a great source of leads.

Employer: Two words: Matching Gift. Many organizations have matching gift programs and it's a known fact that companies like to support the charities their employees support. Ask your employer if there is a matching gift program at your work. If not, ask if they would consider matching what you raise with the employees of your company - if you don't ask, you'll never know.

Neighbors: can be a great source of support. Knock on doors, stop and chat on the street, or drop off a hand-written note. Asking for support is a great way to reconnect with your neighbors.

Fellow riders: The people you're always riding with are sure to be supportive

2. Plan your attack

Aim for \$1000.00. You can do it. Break down your goal into manageable chunks.

1 \$200.00 pledge, 4 \$100.00 pledges, 6 \$50.00 pledges and 5 \$20.00 pledges = \$1,000.00 raised. Great work!

Or 3 \$100.00 pledges, 10 \$50.00 pledges and 10 \$20.00 pledges = \$1,000.00 raised. Also great work!

100 pledges of \$10.00 will also do it - but that's a lot of asking! Remember that if you ask for \$10 when they could give \$100, you will get \$10 and have to work that much harder for your goal. To help you reach your goal, create a list and put the people beside the amount you feel they should be asked.

3. It all starts with YOU

Don't be shy; ask yourself for a gift, you'll be amazed. If you can afford to sponsor a lead gift (\$150 - \$250 - \$500 - \$1000), it will lead the way for others to follow. Those close to you, if asked effectively, will come through.

4. Prepare your materials

Have your pledge forms, ride information, and The VRRRI website, www.vrri.org/ride, information on hand at all times. Write a standard request letter on your own or use the template from the website. You can even drop in a photo of your bike or car.

5. Practice your 'pitch' and make your 'sales'.

Remember, you are doing this for a great cause - to support persons with disabilities. Don't procrastinate, go for quick wins. Release your inner salesperson. Be prepared for some people to say no, statistically speaking each one brings you closer to a yes.

6. Thank you, thank you very much

Thank them right away - don't wait until the RIDE & RALLY is over.

BONUS STEP: The re-ask

When you are getting close to your goal, whether it is \$1000 or \$10,000, send a message to everyone who has sponsored you. Thank them again and tell them how close you are to succeeding. Ask whether they know anyone who could help you reach your goal. They may refer you to a new contact or they may even pledge you again.

Other Ideas

- **Raffle:** 50/50 or get prizes from local businesses/offices.
- **Sport Challenge:** Organize a tournament and charge an entrance fee covering your costs + \$25 pledge.
- **Party:** Throw a party and charge an entrance fee.
- **Bike or Car Detailing:** Wash bikes or cars for a donation of \$20.
- **Garage sale:** Have people donate items for you to sell.
- **Bake sale:** This works well at work or any community gathering.
- **Corporate Gift:** Have your company match your pledges.
- **Change Boxes:** Create a container to hand out to friends, family and local stores to collect spare change.
- **Answering Machine:** Let everyone know what you are doing, by leaving it on your answering machine.
- **Birthday Gift Pledge:** A simple way to raise money and save family and friends from shopping.
- **Baby/Pet/House Sit:** Offer your services for pledge money.
- **Sell a seat on your bike or car:** Offer to drive your highest donor & take them along.
- **Dress Down Day:** Ask your company to allow a RIDE & RALLY dress down day for a \$5 fee /person
- **Bar Nights:** Contact your favorite bar and ask them to help coordinate an awareness night, where you can collect pledges, sell raffle tickets and show your commitment. Since these events can be a lot of work, you may wish to team up with other RIDE & RALLYers and split the money generated with them.

I've included some info on The VRRRI as well some "Mark That Date" calendar cards so you can invite your friends! See you on September 20th & THANKS from The VRRRI and The Ride and Rally Team.