



Wine Country Bike Trek “Pedal for People”

June 24-26, 2011

Greetings! Thank you very much for signing up for the *Wine Country Bike Trek*. We are delighted that you have chosen to make a commitment to help People Helping People help those in need.

PLEDGE COLLECTING

To qualify for the *Wine Country Bike Trek*, you will need to collect pledges from sponsors by asking them to make a donation to People Helping People or by having your sponsors pledge on line at www.winecountrybiketrek.com. Once your sponsor enters the web site all they need to do is search for your name under the Search for a rider tab. Click on your name and follow the screen prompts. **Donations are tax deductible. Checks should be made out to the People Helping People or SYVPHP.**

Each rider must collect a minimum in pledges to participate:

Three-Day Ride	One-Day Ride
\$350 for adults	\$100 for adults
\$175 for children 14 and under	\$50 for children 14 and under

Your paid pledge minimum is due in our office by Friday, June 10th. We also ask that you collect pre-paid pledges, that way, we can save money by not having to bill your sponsors later and we won't have to bother you after the *Wine Country Bike Trek* for help in collecting! If your sponsor cannot pay at the time you solicit the money, just hang onto the pledge form and go back later to collect. By collecting the money up front, you will help guarantee that more of the donations you collect go directly to support People Helping People's basic needs, family support and educational programs. *If you have a special situation which requires that we send a collection letter, such as a Matching Company donation, mark your pledge form as unpaid and please write the instructions for us on the form.*

Pledge Forms

Please fill out a pledge form for each donation you receive and turn it in with the money attached. Print clearly (or type) and fill out completely. Please... no abbreviations! We send thank you letters to everyone who donates \$25 or more and we make thank you calls to everyone that donates under \$25 dollars so we need the full name and address of the sponsor/pledgor. If you are submitting a donation from a company, please print the name of a contact person as well as the company name. We need this information for the thank you letter.

If you are interested in asking for a corporate sponsorship (\$500 plus), we have created a special corporate sponsor package that we would be happy to share with you. Just give us a call or send us an email: Donna Beal: 805-938-1620 or dkp99@hotmail.com.

TRAINING RIDES

Please let us know if you would like to get together with other *Wine Country Bike Trek* Trekkers for training rides prior to the *Wine Country Bike Trek*. We'll put you in touch with others so you can make plans. It's a great way to get in shape and meet other riders before the *Wine Country Bike Trek* weekend. Each month, starting in April, we will send you a list of training rides organized by our Regional Ride Coordinators. Take advantage of these to get into shape and meet other riders. Check the www.winecountrybiketrek.org website or call 805-938-1620 to reserve your space.

TEAM UP FOR THE BIKE TREK

Join the Team Ride on Saturday, June 25th - a great opportunity for family members, friends, and co-workers to join together in a fun-filled team ride! **Teams may consist of four (4) or more riders.** Just pick a Team Captain, choose a Team name and decide on some kind of theme for your outfit. Prizes will be awarded to the team with the highest average in pledges and to the team with the most creative/fun outfit. More info on the website at www.winecountrybiketrek.com.

PRIZES

As you raise money for People Helping People, your fundraising efforts will be rewarded with top quality prizes. The more you raise, the more you will be eligible to receive. As a thank you for your **paid** pledge minimum, you will receive the official 100% cotton *Wine Country Bike Trek* T-shirt*. As you move up our pledge collecting ladder, you will receive more chances to win fabulous prizes. **Those of you collecting \$500.00 or more by Friday, June 10, 2011 will be entered in our Saturday night drawing for some great prizes!**

***Note: Paid Pledge Minimums are due June 10, 2011 in order to guarantee your T-shirt.**

FUND RAISING TIPS

- **The First Rule of fundraising is to ASK!**
- **Begin your fundraising early!**
- Once you turn in your minimum, we hope you continue to collect more pledges right up until the *Wine Country Bike Trek*. You can solicit pledges from friends, family, neighbors, co-workers, clubs and community organizations.
- **The businesses that you and your business patronize can be excellent sources of donations. Just think of all the places you or your company spends money!** Who could you ask? Your Doctor? Your mechanic? Your hairstylist? Your business associates?
- Ask your company to make a corporate donation and then offer to match it with your own sponsors. Remember, it is tax deductible.
- Always remember to ask for more than you expect to get. Keep reminding yourself that you're not asking for money for yourself, but for a worthy cause. The more you ask, the easier it gets!
- Some sponsors and companies you approach might request a letter. We have enclosed sample solicitation letters in this packet - all you have to do is sign your name! The letter describes the People Helping People's support and educational programs and how the *Wine Country Bike Trek* money will be spent. Please let us know if you need more or need help with brainstorming a letter to specific needs.
- In lieu of Birthday or Holiday gifts, ask for a donation to the cause.
- Create a list of potential donors & decide on amounts to ask for.
- Send updated letters of your fundraising & training progress to donors and non-donors. This creates a competitive spirit and gets new donations for you.

Thanks again for signing up! Don't forget to call if you have any questions or if you need ideas for fundraising. Never forget to thank and involve your donors!