

Santa Ynez Valley People Helping People



www.winecountrybiketrek.com

Definitive Guide to Fundraising

Wine Country Bike Trek

Pedal for People

Ride website: www.winecountrybiketrek.com

Greetings! Thank you very much for signing up for the *Wine Country Bike Trek*. This is a fundraising event for People Helping People and while fundraising is not required, you will receive a fundraising page and if you raise \$500 or more, your registration fee is refunded to you. We'll say thanks for your fundraising efforts with a variety of great prizes. Those who qualify for the "Winner's Circle" will be our honored guests at a luncheon celebration in August, a fun reunion where we will honor our top fund-raisers.

Your pledge forms can be downloaded from our webpage so you can begin your fundraising right away!

These notes on fundraising have been prepared and edited exclusively for you by People Helping People.

If you choose to fundraise, then we want you to feel confident that you are getting the best fundraising advice available. *Read what we have to say and then go out and start asking for donations.* If you're new to this, you're going to be surprised at how successful you'll be. There is one principal reason for that: What you are doing is brave and uncommon. Your friends will be inspired by it. They will want to contribute much more than you realize.

Fund Raising

Now that you made the leap to join the *Wine Country Bike Trek* for People Helping People, the fun and the work begins. You may have never before raised even a single dollar, but if you are willing, you'd be surprised how much you will raise just by asking. You can do it, and you will as long as you start now! It's no surprise that most "*Wine Country Bike Trek riders*" (and you may be one!) are intimidated by the prospect of raising money. You're not alone. The *Wine Country Bike Trek* is designed to help you to be successful in fundraising. Our goal is to make you and every other "*Wine Country Bike Trek riders*" an expert at fundraising, because that is exactly what you will be doing. The staff at People Helping People are fundraising experts. We will work closely with you to help you achieve your goal, just as we've assisted others in the past.

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Why Raise Money?

People Helping People (PHP) is the primary provider of human and social services in mid Santa Barbara County. Incorporated in 1992, PHP is “dedicated to improving the lives of all men, women, and children in the Santa Ynez Valley, Los Alamos Valley and Gaviota Coast by addressing emergency and basic needs and furnishing comprehensive integrated family and support services.” The more money you raise the better the People Helping People can do its work, and the more work it can do. If you have questions about our feel free to call anytime.

The important thing to remember about raising money for the *Wine Country Bike Trek* is that you are not raising money for yourself, you are raising money for the constituents of People Helping People. In essence, you are a volunteer and an Ambassador of the People Helping People. Your efforts to raise money are the purest form of charity and you deserve to feel good about yourself for doing it.

So, How Can You Feel Good?

We can tell you without hesitation that the majority of our *Wine Country Bike Trek riders* have found fund raising to be easier than they expected and very satisfying. Here’s why:

- They felt good about being part of a team, contributing toward a common cause;
- They felt pride in doing a good deed;
- They have strong feelings about our programs and services;
- They enjoyed the opportunity to reacquaint themselves with old friends and make new ones;
- They enjoyed reaching fund raising milestones they have set for themselves;
- They enjoyed sharing their ideas and accomplishments with others.

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Develop Your Plans and Reach Your Goals

A. My First Pledge

Once you are committed to the *Wine Country Bike Trek*, your easiest pledge will come from yourself. Decide what you'd like to pledge and enter your name in the first space on your sponsor tracking form. Remember it will be easier to ask others if you have already pledged yourself. Go online and complete an online pledge to yourself or complete your pledge form, attach your payment and mail it in.

B. My Plan

Now is the time to organize your plan and put it into action. There are four issues to contend with:

- How to ask ?
- Who to ask ?
- When to ask ?
- How much to ask for ?

How to Ask: This is where you can be creative. The most popular approach is the time honored face-to-face method. Riders have successfully used this technique at home, work, clubs, churches, meetings, social gatherings and school. It is by no means the only one. You might go door to door or use a letter writing campaign using e-mail or the USPS.

Your personal contact is what makes the difference. Don't just tell a potential sponsor about the *Wine Country Bike Trek* and hope they give you an offer. Instead, ask them outright, "Will you sponsor me to help the People Helping People provide comprehensive integrated family and support services?" Talk about your personal reasons for doing the ride.

Who to Ask: Ask everyone! Family, friends, business associates, teachers, doctors and ministers are just starting points. Consider asking your company, church, community group and business you patronize. Make a list and keep it in your wallet.

When to Ask: The sooner the better. You will see that your energy and enthusiasm are contagious. Don't just pick a day in the future and pretend you'll start then. Start today and do a little each day, remembering to ask each person you see. You will be surprised how quickly the results accumulate. After you fill out the enclosed personal worksheet (page 25), post it on your door or refrigerator where you will see it regularly. In this way, you can see your progress as it happens.

How much to ask for: The amount you ask from each sponsor varies. For example, you would probably feel more comfortable asking for \$100 from a close family member than from a new neighbor. Be sure to have an idea of how much you want from each person before you make your inquiry, but don't be afraid to ask for more than you expect.

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Setting Goals: “My first \$100”- Once you’ve made it to \$100, you deserve a pat on the back. Now that you have some experience, you should be able to project your final goals and have some idea about how much time and effort will be required to meet them. Set written goals for yourself and post them in a place where you can see them often.

Whatever goal you reach be proud of your achievements.
You deserve the praise!

Hints to Keep in Mind:

Get started early. If you put it off, you’ll be rushing in the end and find it more difficult. Once you get started, the rest falls into place quite easily and quickly. Set goals of how much fundraising you’d like to achieve.

Don’t forget to ask!

Don’t assume that people will give you a donation without your asking.

Always keep your *Wine Country Bike Trek* pledge forms handy.

You can download these forms from our website. You may be at the market, or at your dentist’s office, or at your children’s school, or at the gym. Wherever you are, you are in the perfect place to ask for a donation. Keep the *Wine Country Bike Trek* pledge forms with you at all times, and be prepared to present one at a moment’s notice.

Share your commitment to the *Wine Country Bike Trek*.

Talk about what you are doing with everyone. The more genuine excitement you generate about upcoming participation, the more likely you are to reach more people and bring in more donations. Tell your story to everyone. Tell how this *Wine Country Bike Trek* has and will continue to generate dollars to help people access basic services such as food and shelter.

Incorporate the cause in your message.

Remember that you are not Riding for vacation. You’re Riding for very personal reasons and to raise money for People Helping People, to help those less fortunate with emergency and basic needs. You are making a huge contribution to the community, and inspiring children, teenagers and other adults to feed the hungry; provide shelter to prevent homelessness; prevent domestic violence; furnish counseling, medical and dental care for the uninsured; and offer at risk teens an after school youth program including homework assistance, recreational activities, and leadership opportunities. Call your local People Helping People and ask the staff and volunteers to send you some information on their programs. Go to the website to learn more at www.syvphp.org. Become knowledgeable about where your donations go, and you’ll inspire donors to give more.

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The First Rule of Fundraising – Ask

There are hundreds of books, dozens of college courses, seminars and lectures on the art and business of fundraising. Most of them aren't bad for what they try to do, but if you squeezed all of them hard enough to get one drop of advice that never failed, it would be: **You raise money when you ask for it. Just the same, you don't raise money when you don't.**

Too simple? Not really. When was the last time you made a contribution to a charity? Wasn't it because somebody asked you? They may have asked in a letter, during a phone call, in a full page ad in the newspaper, by selling you a ticket or by some other device, or by the most effective way of all, asking you in a simple conversation about their favorite cause. But they asked you.

The more you ask, the more you're going to raise. The less you ask, the less you're going to raise. You want to get away from **thinking** about asking someone for money and into the action of actually asking.

Ask for a donation that matches your commitment.

People will not give away their last dime, no matter how inspiring what you are doing is. They will give what they can afford, based on how moved they are about what you are doing. What you are doing is big! So, ask for a big donation from everyone. Let the person decide what s/he wants to donate. Oftentimes, people are flattered by being asked to contribute at high levels because they'll think you perceive them as being very involved and successful in the community.

If you ask someone for \$20, guess how much you'll get? \$20. If you ask for \$100, how much will you get? You could get \$100. If you ask for \$500? You may get \$500, or you may get \$250. You are not likely to get more than what you ask for, so ask big. What's fun is the pleasant surprise when the \$100 you asked for is donated! You'll get used to this!

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Money. The Taboo Subject.

We display it, drive around in it, spend it, and flaunt it, but we never talk about it. It's embarrassing to us. At the base of it, we're often embarrassed to ask someone for help, and that's what asking for a donation is all about. Asking someone for money, even for something as important as the endeavor on which you're about to embark, makes you cringe, right? Most of us have a natural reluctance to ask people for money. You're not abnormal. We all feel that way at first. But your difficulty with asking can be overcome. Once you get over your fear or anxiety, you're home free. You will be able to use the advice and guidance in this handbook with success that will amaze you.

This isn't going to be Armchair Psychology 101, but it should be a reminder that you are not asking for money for *yourself*. You're asking for something vitally important to millions of other people, including the person you're asking. You and your prospect – which is what we call people who we're going to ask for a contribution – are really taking part in a curious ritual during which the giver shares in your project by making it possible. Donors need to feel that the decision to give is justified, and most of the time the ritual ends with a satisfying sense of well being. But if your prospect says "no," you have not been diminished, rejected, or destroyed. Don't get angry or sulk. You didn't lose a thing. In fact, you won because you went through the process of asking for money for something greater than yourself and emerged intact. You got some practice in. That unselfish act really made you stronger. The *Wine Country Bike Trek* participants who have been the most successful are the ones who got out there and asked, got rejected, and got back up and kept on asking. The fact that they were out there communicating about their cause – that alone made them feel good about themselves.

You will become a great asker when you accept the fact that money is nothing more than an item we use for trading what we have for something we want or need. When you are comfortable talking about money and asking others for money, you will have overcome one of the most oppressive taboos in our culture.

So, in summary, it's OK to be afraid. But remember, it's not money that you're talking about with your prospect. It's human suffering and human need. It's about solutions to the world's problems. You're talking to them about something you're doing to make the world a better place. That's a much more interesting conversation than one about the weather. Forget about money – talk to them about helping. Money just happens to be the best way for them to do that.

How to be a successful fundraiser.

Do you know that Americans gave over \$100 billion to charity last year? Do you know where most of that money came from? Corporations? Foundations? No. Fully 95% of the charitable dollars given away in America every year are given by individuals, such as you, your friends, family, co-workers, boss, business and church group members, etc.

Keep your fundraising focused on your commitment.

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There is a guiding principle that will help you throughout your fundraising for the *Wine Country Bike Trek*: *Your commitment to the Wine Country Bike Trek and the People Helping People is impressive.* It will touch and inspire people more than you will probably know. People admire and respect people who are going for it. They will want to invest in you, because it makes them part of your incredible accomplishment.

Get Serious.

Your commitment to People Helping People and the *Wine Country Bike Trek* is serious. So make the act of asking a serious one as well.

The best way to ask for and receive a large donation is to take the person out to lunch or dinner. Tell them about the *Wine Country Bike Trek*. Tell them about why you are doing something so important to you. Tell them your personal story, if appropriate. And when the moment is right, say, "So that's why this is important to me. And I'm asking for your support. I'd like you to make a \$1000 donation in support of what I am doing to help people in need. Will you do that for me?"

Then be silent. Don't say a word. Don't give into temptation and answer your own question, or nervously tell them that \$20 is okay, too. If they are unable to make a \$1000 donation, they'll make one that fits into what is comfortable with them. If they give you the donation you ask for, CONGRATULATIONS! You have a \$1000 donation, just for asking, asking for the right amount, and making the occasion an important one.

Asking for \$100 or \$250 or \$1000 isn't easy. Isn't that what the *Wine Country Bike Trek* experience is about? Confronting things that make us uneasy. Asking for a major donation should give you butterflies in your stomach. It could weigh heavy on your mind. It could make you think long and hard. Asking is not an easy thing to do. It is what will make you successful at fundraising.

PLEDGE COLLECTING

Checks should be made out to the People Helping People or SYVPHP.

If you choose to fundraise, then we ask that you collect pre-paid pledges. We can save lots of money by not having to bill your sponsors later, and we won't have to bother you after the Ride for help in collecting! If your sponsor cannot pay at the time you solicit the money, just hang on to the pledge form and go back later on to collect. By collecting the money up front, you will help guarantee that more of the donations you collect go directly to support the People Helping People's 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.*

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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 \$20 or more so we need the full name and address of the sponsor. 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 our thank you letter.

Fundraising as a Team

The cliché is “there is strength in numbers.” Is there someone else you know who is doing the event? Team up. Combined, you should raise more than twice the money you could raise as individuals. You will keep each other on your toes, thinking about more and different fundraising possibilities, approaching bigger prospects together will give it that much more credibility. When two “askers” sit down to lunch with one major prospect, your chances of success skyrocket. Most important, when you team up with someone, you will each feel more confident and less isolated, and you will probably stick to your fundraising timetable.

If you don't know anyone you can team up with, we may be able to help you find other participants in your area that you can work with.

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Outline for Successful Fundraising

1. Start Now!

Now doesn't mean next week or next month. Start now. Your mind may trick you into thinking you will feel better now if you put off fundraising until later. Fear may tell you to wait. But, the sooner you begin fundraising, the better you will feel about your entire *Wine Country Bike Trek* experience. If you're afraid of fundraising, that's normal. Instead of letting fear take control, focus on your commitment to the *Wine Country Bike Trek* and to people a little less fortunate. Focus on your personal reasons for doing the *Wine Country Bike Trek* and start fundraising today.

2. Set your goal!

Set your donation goal. Then double it! Because the higher the goal you set yourself, the more you will raise. Set a low goal and you will reach a low goal. Set a high goal and you will be amazed at your accomplishment! Then, set a date by when you will achieve your goal. Be realistic but aggressive.

3. Develop a plan!

Once you've read through this fundraising section, formulate your plan. "Failing to plan means you're planning to fail." Take the tools, tips and strategies and put them on paper (or computer) not just in your head. Start a calendar, and take your donation goal and break it down into smaller goals. Then, schedule due dates on your calendar. Outline all the steps it takes to implement it. Stick to your plan but be flexible enough to make changes if needed. Above all, stay focused.

4. Follow through!

The best plan will fall apart without follow-through. Getting donors is like running a business. Cultivate your relationships. After you send out letters, call the recipients to ask for a donation. After someone makes a donation, send thank you cards. Ask people to ask everyone they know to support you with a donation. Give your donors updates on your fundraising progress, and thank them constantly for helping you get one step closer to the *Wine Country Bike Trek*. When you achieve your fundraising goal, let your sponsors celebrate in your accomplishment with you, because they are a significant part of your experience.

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Fundraising Strategies

1. Your personal Donor List

This is the basis of your fundraising plan. Start your donor list by writing down every single person you know, both the obvious (friends, relatives, etc.) and the not-so-obvious (neighbors, business associates, former acquaintances, friends of your family, former committees, alumni groups, etc.). You may have a tendency to make up excuses NOT to include someone on your list. Resist this temptation. Allow each person to make her/his own decision. You may not know how much a person is impressed by your commitment and you'll be talking yourself out of a potentially substantial donation. Make your list inclusive of everyone you know and have ever known.

2. Your Major Donor List

Extract the names of those people in your personal donor list who you believe are potential donors, i.e. people who might be able to make a \$250 or \$500, or \$1,000 or more donation. These are the people for whom a donation letter is not necessarily appropriate. If someone sent you a letter asking for \$1,000, would you respond? Probably not. In the above section, "How to be a successful fundraiser", read about getting serious. Take your major donor list to dinner or lunch. A one-on-one dialogue about why this means so much to you, will be highly effective.

3. Create A Personal Fundraising Letter or email

Fundraising letters are a good way of reaching people you cannot meet in person. You may not want to send the same letter to a co-worker as you would an aunt or uncle. Also, you should strategize differently for your \$25 donors and your \$1,000 donors. Be concise, and make every part of your letter compelling and powerful.

In your letter, include a description of what the *Wine Country Bike Trek* is about and what your goals are. Include any personal experiences or motivations for taking on such a challenge and then add a few statistics.

4. Fundraise at Work

The workplace is a great venue for successful fundraising. There are some things you can do to increase the return on this effort. First, be visible. If you can make a poster and post it at work, great! Your poster can have your photo and describe your commitment, and have details about the *Wine Country Bike Trek*.

Don't limit your fundraising to just your department. Spread the word at your headquarters office, or regional offices. Utilize e-mail to its fullest extent; faxes can also be a great way to let others know of your efforts.

Double your donations by inquiring if your company has a *matching gifts program*. If your company has a program, all your donations that you collect from co-workers could double! Contact your human resources director or immediate supervisor about the specific requirements.

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Overview of a **Successful Participant's Fundraising Effort**



1. Set up a consultation to create your fundraising plan. Just call our office at (805) 938-1620 and we will arrange a consultation over the phone.
2. Create a list of potential donors and decide on amounts to ask for.
3. Call potential major contributors (prospects) to schedule a meal or meeting.
4. Meet with your prospects and actually ask them for their donation, face-to-face.
5. For those you will not be meeting face-to-face, write a first draft of your fundraising letter.
6. Revise it, and write a second draft.
7. Get postage and some nice stationary.
8. Generate letters on personal stationary, making them as personal as possible. Use first names and a specific donations request with each letter.
9. Photocopy donation forms – make sure they look good.
10. Mail the letters
11. 2 weeks later, follow up with a phone call to everyone who has not yet donated – letter recipients and potential major contributors.
12. Give donations forms to family & friends and have them ask for you, as well.
13. Send thank you notes to those who have donated.
14. Call one of our fundraising coaches to talk about a houseparty, and set a date if it's part of your plan.
15. Send update letters of your fundraising and training progress to donors and non-donors.
16. Try other methods like those on page 18.

Keep in mind that these are ideas and suggestions to help you fundraise. You do not have to do each of these activities in order to be successful.

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Making Your List of Donors

Who are the lucky people you are going to ask to donate to you? Who will you give a chance to invest in you? Do you know that people like to invest in dreamers? It makes them feel good about themselves. So who in your world are you going to give that opportunity to?

Sit down in a quiet place with a pencil and a large pad of paper or with your computer. Write down the names of everyone you know. Everyone. Don't leave anybody out; you can always cut the list later. Go through your address book. Include your doctor, auto mechanic, your lawyer, college roommate, your child's teacher, everybody you do business with, the places where you have clout, your dry cleaner, your neighbors. Think about any people who've asked you for money for a charity before and put them on the list. Pretty quickly you'll see that the names on your list will suggest other names you had forgotten about. Uncle Max! He moved to Alaska years ago, and the last you heard he was doing very well. If you do it right, your list will astonish you. Take your time. Let the names bubble to the surface. Let your stream of conscience flow, and names will come to you.



Deciding How Much to Ask for

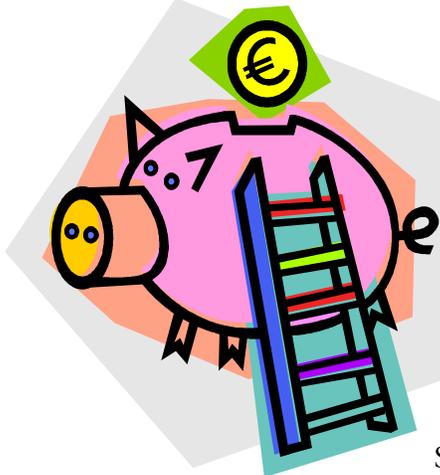
Once you have your list, you need to figure out how much to ask from everyone on it. Consider these questions: How affluent are they? How close are they to our cause? How much do they give to other causes? And, yes, how much influence do you have with them?

After you've pondered some of these questions, put them into categories. Who belongs in the top category of the donation form? Who belongs in the \$1,000 category? The \$500 category? The \$250 category? Don't underestimate. Ask big. In the long history of charity, no donor has ever given away their last dime. Your prospect will tell you if they can't afford what you're asking for, and they won't be insulted if you ask for too much.

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After You Have Your List and Know How Much to Ask for...

You have a list of prospective donors. You know all there is to know about your event. You've made a sacrificial donation yourself, and you've put your own anxiety about asking in perspective. Now, here's what you do:

First, do not send all of these prospects a fundraising letter initially. See the prospects who have the greatest potential in person. Anyone that you feel can give \$500 or more you should see in person, each one privately. One \$2,500 fundraising lunch you arrange is worth 50 \$50 contributions (we did the arithmetic for you) and each of the \$50 donors will be entitled to the same thank you and consideration as the one big donor, but we have to tell you something very important here – charity is democratic – spend much more time on your major prospects than on your smaller ones. You decide which names on your list are major gift prospects, but think big. It pays.

Don't arrange those one-on-one major donor appointments by letter. But do everything you can to get that appointment. Phone your prospect, and use all your resources to persuade him or her. Depending upon how close you are, say something like, "I'd like to take you to a very expensive lunch for both of us." Or, if you think that's too cute, "I'm doing something very important in my life and I need your moral, financial, and emotional support." Or, "I need to see you to tell you about a very bold project I'm involved in that you can help make possible for me."

After you explain what it is you are planning to do – make it as strong, and sincere and compelling as you can – set a time and place when and where you can get together, while you are still on the phone. Don't put it off or leave the date up in the air. Remember, that first major gift will make it easier to get others, so while you're probably new at this and you're not an aggressive person, be persistent and don't be put off.

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The 8 Laws of Successful Face-to-Face Asking

Asking for money in person is easy if you remember a few simple rules, and you know some of them already:

1. Learn and know as much about the cause and the beneficiaries. There's detailed information on both under, "About Us," on the website. Find out yourself where the net proceeds from the event are going, not only so you can speak eloquently about it, but so you yourself will be inspired.
2. Make your own contribution first, and make it sacrificial. You are going to take time out of your life for this event. But donors need to know that you're putting your money on the line, too. You've just freed yourself from the money taboo, but they haven't. If you're giving money, it will make it easier for them to give, and it will make it a lot easier to ask – you're not asking them to do anything you aren't willing to do yourself.
3. Know as much about your prospective donors as you can.
4. See your prospects in person, after you figure out the best conditions possible for asking: over lunch, in the office, while out for a *Wine Country Bike Trek* or bike ride, etc. Nothing beats a face-to-face request for a contribution. It might feel uncomfortable at first, but great things come of it – for both of you.
5. Tell them how much you will be doing and sacrificing. Don't be shy. Tell them why you decided to register. Then tell them how much money you are giving, and tell them the amount you hope they'll give. This is the hard part, asking for a specific amount of money instead of saying, "Whatever you decide will be welcome." When you are specific, you are really doing potential sponsors a favor. By telling how much money you are giving, you have let them know really how important the project is to you. Then by asking for a specific amount – you can say something like, "Would you consider a sponsorship in the range of \$1,000?" (bear in mind that range is one number!) – You have relieved them of a possible embarrassment. If you don't specify, they won't know if \$1,000 will make them look like they're showing off, or if \$50 might make them look like cheapskates. They can still say no to the \$1,000 question, but at least you both know what they said no to. There's always the chance that potential sponsors will be flattered by your high opinion of them.
6. Once you have asked for the donation, keep quiet. Give the moment the dignity it deserves. Give the cause the dignity it deserves. Be a powerful person in that moment. If there's a secret to asking for money for a worthy cause, this is it. You will be tempted to break the silence that follows your \$1,000 question. You might get nervous and say something right away to break the discomfort, like, "Geez I went to the best restaurant the other day," or, "so, anyway, that's over – hey, have you seen that movie yet...?" Don't. Wait for your prospect to think about it and mull it over. There will be some tension between you and you want your prospect to break the tension with a "yes."
7. If your prospect asks a question to relieve the tension, answer as briefly as you can and then resume silence.
8. Always be sure to have a pledge form with you. Bring them with you everywhere you go. Make sure you leave the meeting with the donation form filled out and signed.

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That's all there is to it, boiled down to its essentials.

Incidentally, if the prospect says no, you can say something like, "What could I say that would make you change your mind?" Or, "Is there a dollar amount with which you would feel more comfortable; that fits your charitable agenda?" Don't get into a discussion that turns you into adversaries. Stay friends and don't make them feel guilty about turning you down. You never know when they might change their minds.

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HOW TO RAISE \$100 (OR \$250 OR MORE!) IN 10 DAYS

Key First Steps:

1. Complete and return online your *Wine Country Bike Trek* registration form or by mailing it in to our office.
2. Set a dollar goal for yourself.
3. Be ready to tell people that you ask to sponsor you why you are riding and how their donations will be used to help People Helping People fund support and educational programs.

Get started by:

1. Make your own \$20 or \$40 contribution:
2. Ask your significant other to contribute \$50 or \$75:
3. Ask your mom and dad to contribute \$100 or \$200:
4. Ask your best friend to contribute \$20 or \$40:
5. Ask your boss to contribute \$50 or \$75:
6. Ask your best friend at work to contribute \$20 or \$40:
7. Ask your sister or brother to contribute \$40 or \$60:
8. Ask your in-laws to contribute \$200 or \$400:
9. Ask an aunt or uncle to contribute \$20 or \$40:
10. Ask a businessperson you support to contribute \$75 or \$100:

Want to raise much more than \$400? Just write a letter explaining what it is that you are doing, why you are doing it, and how people can sponsor you with a contribution to People Helping People, and mail, e-mail or hand deliver to:

1. Good friends and relatives who are on your holiday card mailing list
2. Your co-workers
3. Local business in your community that you have supported over the years
4. Your accountant, lawyer, physician and anyone else who provides you and your family with professional services
5. Business associates (vendors, suppliers, consultants) who are in your rolodex at work.

Santa Ynez Valley People Helping People



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10 Additional Fundraising Tips

You've probably been involved in some kind of fundraising before. Your school, your church or synagogue, a health cause or something else, and somebody has pitched you or someone you know for money. Maybe you think you know a lot about how it's done from their ideas and you can't wait to get started on your fundraising. We never want it to be said that we stopped a miracle from happening, so if you think your idea of charging admission to a jumping frog contest or a free-fall parachute event will raise thousands of dollars, do it. When it's over, call and let us know your secret. Over the years, we've found that nothing works like a campaign of face-to-face asks combined with personalized letters followed up by phone calls. We've found that fundraising houseparties are incredibly successful – you can get all your fundraising done in one evening with a houseparty.

1. You may be tempted to try something like a garage sale or bake sale, or something that gives the donor a pin or souvenir in exchange for a small contribution. Don't. It will diminish what you are doing and reduce your enormous effort to the level of a \$5 charity.
2. Use our donation e-mail links to send to your friends who you aren't planning to reach face-to-face, or by a letter. The link sends them right into your donation account. Use this as a last resort after face-to-face asks and letters – it will result in smaller contributions. Check out our website at www.BreatheEasyRide.org to see how to donate online.
3. If you haven't already thought of involving people at your workplace, do so. Put your poster up at work in a prominent spot, or put up a chart showing your progress as you train and fundraise. It can serve as a conversation piece, initiating a discussion about what you're doing.
4. If you tell your boss or Human Resources director about what you're doing, they may decide to sponsor

you with a corporate donation. If your company wants to advertise, you may offer to wear a matching company T-shirt on the event in exchange for a donation.

5. Many corporations offer matching funds for contributions made by employees. This could double your donations. Your human resources department should know the policy and have the appropriate paperwork.
6. Create your own personal fundraising committee. Ask donors if they'd be willing to pass your pledge forms on to their family and friends.
7. Ask local groups, such as a religious group, community group, or professional organization, if you can make a brief presentation at their next meeting or ask Dean at PHP to talk to them.
8. Small hometown newspapers, church or school newsletters or company newsletters may write a story on you.
9. The internet has made reaching out to people worldwide easier. Some participants have raised money from people they don't even know by posting their story on a newsgroup or electronic bulletin board.
10. In lieu of birthday or holiday gifts, ask your friends and family to donate to the cause.

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6 Tips for Repeat Riders

If you've taken part in the *Wine Country Bike Trek* before, your fundraising potential is even better this time. You may be thinking the opposite – that you can't go back to the same donors again. Think about this: What's their option, to stop giving to the cause? Do you really think that's what they want? Here's why your potential is even better now: One of the most important reasons people contribute to causes is that they want to have an effect upon the lives of others. In this case, the "others" is YOU. Here are a few things to think about:

1. They supported you before, you made them proud by coming through with flying colors, and they made it happen with you. To put it in business terms, their investment in you paid off. You're way ahead of first-time event folks because you don't have to explain why you're asking for your prospect's money. You explained it last time, and they agreed. As professionals in fundraising would say, you have already made your case. Not only that, but you know what worked for you last time and what didn't work.
2. You may be afraid that your past donors are "tapped out." But your previous donors are actually your best resource for fundraising. They are much more likely to give, especially if you share the experience of how their previous support made a difference. Let them know exactly how much money went to the cause. Your previous event experience would not have been possible without your donors – so let them know how much you appreciate their support.
3. Don't make the decision for someone. If they were on your donation list in the past, they should be on your list again this year. For many people, supporting events like yours is one of their annual donations. Many might be expecting you to ask them again. You didn't let fear get in the way last time you asked these people for donations, so don't let it this time, either.
4. It may be helpful to you to know that psychologists and old pros understand that for many people, their money is an extension of themselves. They don't mind wasting some on themselves, like that \$100 bottle of wine at last night's dinner that they could have bought for \$20, but when they contribute to something, they want results. Your prior accomplishment showed them their money wasn't wasted, and you won't waste it this time, either.
5. Make sure you stress what you did before, and this time ask them to give you even more based upon how much was accomplished.
6. Every annual fundraising campaign for non-profit organizations, from the United Way to PHP, depend heavily upon those donors who give every year. And every year they ask for an increase because the needs haven't gone away and neither have the millions of people waiting for solutions to unsolved problems and answers to unanswered questions.

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The 7 Secrets to Successful Fundraising Letters

“But what about the letters?” you ask. Letters are very important. But your letters should go to those people that don’t warrant a face-to-face ask, and make sure you’re not short-selling your prospects before you throw them in the “Letter” category. Imagine if you sent out a letter to someone who sends you a \$50, but in fact, if you had taken them to lunch and mustered the bravery to ask, they would have given you \$1,000.

For the letters that you are going to send, here’s our advice:

1. Try to personalize them as much as you can. If you’re doing it on the computer, make the first line of each letter personal – something like, “It was good seeing you at the...” Or, “I hope all’s well with you and your...” and be sure to put their first name in it – never, ever, “Dear Friends” – it has cold and impersonal written all over it, and will result in a smaller donation – we guarantee it.
2. Then say something that you might say to a major prospect: “I’m doing something very important in my life and I’m asking for your moral, financial, and emotional support. Will you help me with a pledge of (specific amount), I’m not only putting in time, physical and emotional energy, but I’m contributing \$_____ too.” You also want to personalize the amount you’re asking for, and again be specific about it.
3. Put in as much about the event as you think is wise and prudent. Try to keep the letter brief.
4. Use your own personal letterhead, or get some made up. Try not to use labels – they make things look like junk mail. Try to type or write the person’s address on the front of each envelope.
5. Put in a return envelope and pledge form, but be sure to close the letter by saying you are going to call them soon to talk to them about the pledge.
6. Call them when you said you would. Ask them if you can record their donation in the amount you asked for in the letter. If they refuse or hesitate, ask them what amount you should have put in your letter. In your call if you think the prospect needs it, you can soften your approach. But tell them the depth of your emotional and psychological investment in the event, and what the money will be used for.
7. If you think you need a sample letter to guide you when you write yours, OK, there’s a few on the following pages. They are written in our style, not yours. Adapt it for yourself. Nobody in this world is exactly like you with the way you walk, talk, laugh, and deal with people. Those who know you and get the letter will know if you wrote it or some ghost writer did it. So, personalize it every chance you get. Never, never, use “Dear Friend or Dear Friends.”

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Letter Writing Campaign

Wine Country Bike Trek

1. Write the letter. Say what you are doing and why. See the 7 Secrets of Successful fundraising letter writing tips.
2. Mail it to family, friends, co-workers, business associates, and neighbors 3-6 weeks before the *Wine Country Bike Trek*. Don't forget your e-mail address book and your holiday card mailing list. And don't assume that someone won't want to support your efforts. Ask everyone you can think of.
3. Enclose a copy of your *Wine Country Bike Trek* pledge form with your personal pledge on it. This lets everyone know that you are personally contributing to the cause you are asking them to support.
4. State your personal fund raising goal in the letter. The higher the better!
5. Include some information on the important work being done by People Helping People in the letter. "About Us" section of the website should help.
6. Be sure to say that the donations are tax-deductible and that checks should be made payable to People Helping People (PHP).
7. Be sure to include a deadline for when you would like to receive the donation. Enclose a return envelope if possible. Have the donations return directly to your so you can thank all your donors.
8. Remember to include on your mailing list any vendors, consultants and business with whom you may work. They can choose to mail a personal donation or a business contribution.
9. Be sure to thank all your donors.
10. The larger your contact list the more money you will raise to support valuable lung disease education and research in your local communities.

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Date

Dear Jim:

(Personal opening.)

Sample Fundraising Letter #1

I'm going to ask you for a lot of money, which is about as aggressive as I have ever been with anyone. But when I tell you why I need it, I think you will understand. And you'll get a tax deduction, too.

\$_____ from you will help me become a participant in an event that will improve the lives of all men, women, and children in the Santa Ynez Valley, Los Alamos Valley and Gaviota Coast by addressing emergency and basic needs and furnishing comprehensive integrated family and support services. I want to help, and I'd like to ask you to invest in my dream, and help too. Your contribution and my \$_____, together with contributions from thousands of others will have a serious impact on this cause. On top of the money, I'm going to prepare for the event by working hard and training, so when the media cover the event, they'll see what dedication from people like you and me can do.

I'm asking for a lot, I know. But it will take a lot if we're ever going to find answers to incredibly difficult problems like this.

I'll call you next week for your answer. Knowing you, I'm confident it will be yes.

Sincerely,

Chris

.....

Would you respond to a letter like that? If not, write one that turns you on, because it will also turn on Jim and others, too. Remember, don't apologize, don't be afraid of a "no." You'll live through it. But be sure to ask for a specific amount, right?

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March 5, 2010

Sample Fundraising Letter #2

Name
Address
City, State

Dear Friend:

I am a participant in the *Wine Country Bike Trek* on June 26th in the Santa Ynez Valley. Please support my participation in this event by sending your contribution in the enclosed envelope.

Money raised from the *Wine County Bike Trek* will help support People Helping People's emergency and basic needs programs, including a Food Program, which provides groceries to over 700 people each month, health care access for adults and children that are underinsured and uninsured, and programs such as counseling for children and teens and an after school youth program offering homework assistance, tutorials, and arts and crafts activities.

Won't you support this most worthy cause? I join the children in thanking you in advance.

Most sincerely,

Barbara Lett Simmons

Enclosure

Santa Ynez Valley People Helping People



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March 5, 2007

Re: *Breathe Easy Ride*
People Helping People

Sample Fundraising Letter #3

Dear _____:

I am writing to invite you to join me and my friends in supporting the *Wine Country Bike Trek* benefiting People Helping People. This *Wine Country Bike Trek* will be held on June 25-27 in the Santa Ynez Valley. All the proceeds from this event will be used to support local emergency and basic needs programs.

If there has been one thing that I have learned about those in need of support, it's that they can't sit back and wait for others to raise the money that will help them. My guess is that if you know of a family who is in need of social service support, you probably learned the same lesson. That's why I encourage you to plan to join me in supporting this *Wine Country Bike Trek* to the best of your ability. Here's how you can get involved:

*E-mail <email> to sponsor, join the *Wine Country Bike Trek* or help raise money.

*Mark June 24-26 on your calendar and plan to ride in the *Wine Country Bike Trek* with your family and friends.

(We'll provide you with all the materials and instructions you'll need to organize a team of riders to take part in the *Wine Country Bike Trek*.)

If you have any questions about the *Wine Country Bike Trek*, please contact me at <phone number> or Donna Beal at 805-938-1620. We hope to hear from you soon!

Sincerely,

Karis Bituin (San Jose State University Nursing Student)
Team Recruitment
Wine Country Bike Trek

Santa Ynez Valley People Helping People



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Personal Fundraising Plan Worksheet

I will begin fund raising: Date _____

My own Pledge: \$ _____

My Plan for outside donations:

I will ask at least _____ number of people for donations and I will start with this list:

Family: _____

Friends: _____

Co Workers: _____

Others: _____

➤ My first outside donation: \$ _____, from _____

➤ I have reached: \$350. I now have _____ sponsors.

➤ I have reached the "Winner Circle." I now have _____ sponsors.

Other goals: \$ _____

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5 Great Ways to Thank and Involve Your Donors

Treat your donors well. Let them know that their contribution – whatever the amount – is important to you and that you appreciate it. It's the gracious and dignified thing to do. Here are a few things you can do:

1. Buy commemorative items of the event and send them to your donors so they can see and feel what you went through.
2. Create a newsletter that you send to them once a month to let them know about your fundraising progress.
3. Send them photos of the event or a link to our shutterfly.com website.
4. Create a journal or BLOG on the event and send it to all of your donors after you're home.
5. Invite them to visit the website to see more about what the event is all about.

A Sample Thank You Letter

Dear Susan,

Thank you! Thank you for supporting my journey. Thank you for supporting _____. Thank you for recognizing that the fight_____ is not over. Thank you for your donation – your gift will help save lives.

You can read more about the _____ and the efforts your donation goes to support online at (web address), or about the creators and producers of the _____, People Helping People, at (web address) . I'll be sure to update you on my personal progress, training and fundraising for this amazing event. It's not easy, but with the help of people like you, I know I'll succeed.

I'll be keeping all of my donors in mind, and in my heart, as I ride in the Santa Ynez Valley this June. Without your generosity, none of this would be possible.

Sincerely,

Chris

Santa Ynez Valley People Helping People



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Your Pledge Forms

Familiarize yourself with your *Wine Country Bike Trek* pledge form, so you can explain it to donors who may have questions. Print your name on every form, as donations can not be properly added to your account without this information. Make plenty of copies, but do not alter it in any way.

Your donors should fill out the form completely, then mail the donation form and their method of payment directly to you.

Send your donations in as soon as you receive them – your money goes to work for the beneficiaries immediately. Remember these paid pledges must be in by June 10 in order to qualify for the great prize drawings!

Tracking Your Donations

To keep track of your donations, ask your donors to call you after they've sent in their donation, so you can keep a record. You can also call People Helping People to get your donation total. Please be aware that processing your donations can take two weeks or longer from the time they are received.

Make sure that your donors fill out the donation forms completely. With no address, the donation office is unable to send a tax receipt (tax receipts will only be sent to donors who donate \$25 or more).

Please turn in paid pledges. You can tell your sponsors that by pre-paying their pledge, they will help reduce Ride expenses (we won't have to bill them) and guarantee that more of their donation goes directly to support People Helping People's support and educational programs. If your sponsor can't pay at the time you solicit the money, just hold on to the pledge form and go back to them again before the ride.

Santa Ynez Valley People Helping People



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House parties – Raise All Your Money in One Night

We've done house parties recently, and they've been enormously successful. We supply the speaker or a great video, and do all of the asking for you. You invite your friends and follow up with phone calls to make sure they're planning to come. They're worth every bit of the effort it takes, including the worrying. It will turn out to be fun, rewarding, a social happening, educational, friendraising, and if you do your part you may even raise your entire donation commitment in one night.

Here are the steps:

1. Call us to schedule your houseparty. You will be sent a houseparty package, with advice and tips, and a videotape presentation. For some events, live guest speakers are available in lieu of video.
2. Make your guest list. Try to invite as many people as possible. However, you will not need to invite potential major donors that you will make a private appointment with for a one-on-one ask.
3. Create your invitation – we can help, with templates and language, but it should be a nice piece that looks handsome and has your return address on it. The invitation should make it clear that the party is about raising money. Tell your guests that there will be a presentation, and remind them to bring a checkbook or credit card.
4. Send out the invitation.
5. Make reminder calls to your guest list.
6. Prepare for the party – photocopy pledge forms, plan the food, and set up your Computer so that everyone can see and hear.
7. At the party – enjoy the presentation. It will either be made by one of our local speakers, or by a video that does the whole thing for you. The video can be accessed at www.syvphp.org
8. After the presentation, give your guests time to ponder their commitment and fill out pledge forms. Let everyone know how much was raised when the evening's over.
9. Thank everyone graciously and sincerely.
10. Mail all donations into the office immediately.
11. Send thank you notes to those who donated.
12. Follow up with those who could not attend- call and send a pledge form.

Houseparty Tips:

- Houseparties are successful when they take place in a controlled environment where the guests can focus on the presentation.
- Do not charge an entrance fee. Your guests will listen to the presentation, thinking they've already contributed. Let your guests rise to the occasion.
- The focus should be on the event, not your birthday or holiday. Be up front about the purpose of the party.

Santa Ynez Valley People Helping People



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People Helping People Financial Responsibility and Accounting

People Helping People cannot make any guarantees about what percentage of a donor's contribution will remain for the cause, and what percentage will help cover the expenses of the event. This depends entirely on how many people participate, and how much money they raise. The more we raise, the greater the percentage that will remain for the cause. Again, it's important that you let your donors know this too.

That being said, there are some very intelligent controls put in place to make sure as much money as possible remains for the cause. People Helping People will fully disclose the percentage of donor dollars that remain for the cause after the accounting process is complete. We keep meticulous records and have done so for all of our events since we began. A complete historical record is available. You can visit the People Helping People website at www.syvphp.org to get specific data. We want you to know about these controls and the

discipline with which we oversee the finances of the events.

- All donations are deposited directly into a lock-box in accounts controlled by the charity.
- Donations are not deposited with any outside party.
- Hard copies of receipts for every expenditure are kept on file at People Helping People office.
- People Helping People always fully discloses its production fee on each event, so that you, as a consumer, can make informed decision about participating or donating.
- An independent auditor will perform a complete financial reconciliation with People Helping People upon completion of the event.
- Where required by law, People Helping People reports to the local attorney general, registrar of charitable trusts, or other government authority and supplies all donation and expense data upon completion of accounting for the event.

We hope this information is helpful to you. IF there are any questions we can answer, please contact us. We're more than happy to help! Again, People Helping People reports all of its results annually. This annual report is available by calling us at (805) 686-0295. You can also view this information on www.syvphp.org