



ECHELON GRAN FONDO FUNDRAISING TIPS

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When you ask someone to donate to your ECHELON ride, you are giving them an opportunity to do something good for others, and, in turn, feel good about themselves. Here are some tips for your ECHELON fundraising campaign.

1. **CREATE YOUR PROFILE PAGE**
2. **SEND EMAILS**
3. **CUSTOMIZE YOUR EMAIL SIGNATURE**
4. **USE FACEBOOK**
5. **CORPORATE MATCHING**
6. **HOST A FUNDRAISING PARTY**
7. **ORGANIZE A SPIN-A-THON**
8. **REMEMBER PERSONAL APPEALS**
9. **WRITE A PERSONAL LETTER**
10. **HAVE A NEIGHBORHOOD YARD/BAKE SALE**
11. **ASK FOR HELP FROM FAMILY & FRIENDS**
12. **GOAL THERMOMETER & PLEDGE SHEET**
13. **SEND THANK YOU NOTES**

Create YOUR profile page

Rider Profiles are easy to create and use with Kintera fundraising platform. Create your user profile to give your donors a visual representation of what ECHELON is all about!



Tell your story in your own words and upload your picture.

Email a link to your Profile Page to your target donor list so they can click to donate directly to your personal profile.

Display a fundraising total so your donors can track your progress.

Send Emails

Things to consider:

- Share a quick story to make cancer real and personal, not just a word.
- Keep it positive/neutral while implying that the person reading the email may get a form of cancer that does not have a cure, hence motivation to support the fundraising cause.
- Provide options (don't just ask for money) with the most demanding options first. It makes it easier for the person to choose the path of least resistance, in this case a donation.
- Be as concise as possible, or else you run the risk of getting the email deleted before it gets read.
- Subject line should be something that catches the eye.

Customize your Email Signature

Add a direct link to your Profile Page in your email signature to remind family and friends to donate.

Use Facebook

We recommend directly linking to your ECHELON profile page in your Facebook profile or in a note or group. People viewing your profile can click on your ECHELON link to learn about the event and make a



donation. You can also post a link to your page on your friends Facebook walls.

Corporate Matching

Use corporate matches and double your donations. Many companies will match their employee's charitable donations. Ask your donors to check with their human resource department.

Host a fundraising party

Host a party at your home or local community hall. Fundraising parties can be effective and fun way to increase in your fundraising and inform the community about your event.

Your donors are more likely to sponsor you once they educated about what ECHELON is all about. Your donors will discover what a huge commitment you are making and how each contributions will support the fight against cancer.

The first things you should decide are the date, location, and type of party you want to host. Successful parties include house parties, golf tournaments, wine tastings, casino nights, auctions, or dine and donate at a local restaurant.

Organize a spin-a-thon

Does your health club offer spin classes? Talk with the manager and arrange a spin-a-thon to benefit your fundraising. Talk with your favorite instructors and perhaps they would be willing to donate their time to teach the class.

Personal appeals

If you are planning on asking someone for a significant gift, ask them in person. Make sure the time is right. Consider treating your prospective donor to lunch.



Be prepared to talk about ECHELON, what you will do, and how much it means to you. Practice what you will say a few times beforehand.

Look your prospective donor straight in the eyes and ask for his or her support. Ask for a specific amount of money, and aim high. It is always better to ask for more than he or she can give.

Once you have asked for a gift, STOP TALKING. Do not apologize or make excuses. Remember that you are not asking for yourself but for the fight against cancer. It may be hard to keep quiet, but just WAIT for a response. Your donor will be impressed that you have the courage to ask them in this way. People like to be perceived as successful, and they like to be asked for a significant contribution.

Write a personal letter

Donors want to hear your personal story and see it in an actual letter. Sometimes personal hard copy letters can be very powerful. If you would like to write a personal letter, please feel free to include any information from the ECHELON site.

Have a neighborhood yard/bake sale

Ask your neighbors if they would be willing to have a neighborhood yard/bake sale with a percentage of the sales going to sponsor your ECHELON ride. Neighbors who are not around to participate may be willing to donate items for you to sell.

Use the trickledown effect of fundraising

Ask your sponsors if they will join you in your fundraising efforts by asking their friends, families and companies to support your ride.

- Are you riding in honor of a person who is battling cancer? Ask if they would like to join you in your fundraising endeavors by sending out letters to their family and friends.



- Are you riding in memory of a person who has lost their battle with cancer? Ask their family and friends if they would like to join you in your fundraising endeavors by sending letters to their friends and family.

Goal thermometer & Pledge sheet

Design a goal thermometer or pledge sheet for others to view at your office.

Send thank you notes!!!

Remember to send thank you notes to all of your donors! For an extra touch try a hand written note.

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