



# LAKE<sup>2</sup>LAKE

## FUNDRAISING RESOURCES

Hi there!

We are so thankful and excited that you have chosen to raise funds for Wellspring as part of your Lake2Lake Ride for Rwanda experience and I want to encourage you in your fundraising efforts. Currently we have no strict rules regarding fundraising; we only ask that you raise funds in a legal and ethical way. Many Canadian companies support charities through a range of corporate giving initiatives, which are often part of their commitment to being socially responsible organizations. If you work for a company who donates towards your fundraising goal, let us know. We can send you a Wellspring logo to forward on to the company to proudly display on its social media site(s) or website, showing its commitment to being supportive of socially responsible, sustainable initiatives like The Wellspring Foundation for Education. Please be aware that Wellspring will issue receipts for all donations in the amount of \$20 or more.

## FIRST—SOME FUNDRAISING TIPS

Here's a summary of the 7 habits of an effective personal fundraiser from an eBook titled, 7 Habits of Effective Personal Fundraisers:

- 1. Personalize your fundraising:** The most effective online fundraising campaign is a personal one. The most effective fundraisers use their personalities to promote their campaign as well as personal stories. Your relationships with your friends, family and coworkers are compelling enough reasons for your network to give to your cause. It is a good idea to make a donation yourself on your pledge page to show your own commitment.
- 2. Use multiple ways to raise awareness:** Reach out to your personal network of friends, family, and co-workers. A personalized email is the best way to get donations. Social media is helpful to reach new audiences, too.
- 3. Keep up the human connections:** Helping other people connect with the cause and need by focusing on being human. Meet people face-to-face to help them understand your commitment to the cause.
- 4. Emphasize how everyone can make a difference:** Show that even small contributions will amount to big, tangible results. Let donors know exactly where their money is going and how much of a difference it makes. For instance, let your supporters know that these are what some sample donation amounts actually mean on the ground in Rwanda: Your gift supports the teaching of quality education as follows:
  - \$30 - ½ classroom (35+ students) for one month
  - \$55 - 1 classroom (70+ students) for one month
  - \$360 - ½ classroom for one year
  - \$660 - 1 classroom for one year
  - \$2640 - 4 classrooms for one year
- 5. Your cause is worth the effort:** Getting donations for a cause isn't easy. You'll have to persevere through some dry spells and be assured that your efforts matter (because they really do!).
- 6. Remind others to contribute:** Update and share progress with friends and family. This is an opportunity to remind others of your fundraising progress and how they can help. To remind those you have asked for support who have not yet responded by the week before the ride, send an email letting them know you are ready for the challenge and what percentage of your goal you have yet to go.
- 7. Be appreciative:** Always thank your donors and supporters! They want to be recognized and your appreciation goes a long way.

If you like, you can download the free (they would like your email address) eBook from here:

<http://resources.causevox.com/ebook/7-habits-personal-fundraisers>

## INDIVIDUAL FUNDRAISERS:

Did you know that by reaching your:

- **\$750 goal** - you will be supporting the teaching of quality education in an entire classroom of 70+ students for A WHOLE YEAR?
- **\$1500 goal** - you will be supporting the teaching of quality education in TWO classrooms - that is over 140 students - for A WHOLE YEAR!

## ENTER A TEAM CHALLENGE:

Groups of friends, cycling club members or co-workers are invited to form teams and challenge others to form a team. It is an opportunity to ride with your colleagues, customers and friends in a good-natured rivalry. Team challenges are a great team-building tool for those who work together. Benefits include increased camaraderie while riding and training together, physical and mental conditioning, competitive fun with others in the same industry, and an opportunity to informally promote your company.

By reaching the goal minimum of \$5,000, your team will be supporting the teaching of quality education in 7 classrooms across Rwanda – **that's over 400 students – for a full year!** So, all you have to do is form a team, train together, raise pledges, consider challenging others to enter a team, and show up at the starting line!

## OTHER FUNDRAISING IDEAS:

- You may choose to offer jerseys as a fundraising option for your team. Check out [ATAC Sportswear](#) the company who supply our Lake2Lake jerseys; they are offering 10% off their regular rates for Lake2Lake teams if you mention Lake2Lake when you place your order.
- Casual dress days at your place of work, where everyone donates \$\$ to your cause for the privilege of dressing casual that day; (make sure you get your employer's approval first!)
- Hold a BBQ or dessert event and have entrance/food by donation.
- Bottle Drives.
- Summer birthday? Hold a birthday party and have friends bring a donation instead of a gift.
- Hold a board game night and charge an entrance or game fee.
- Tournament - ball, horseshoes, tennis and charge an entrance fee that is donated.

## SECOND—YOUR PERSONAL CAMPAIGN PAGE

You have a personal campaign page where you are able to share about your motivation for riding and fundraising, and upload a photo of yourself or your reason for riding. **I would encourage you to get your personal campaign page set up as soon as you register.**

### SETTING UP YOUR PERSONAL CAMPAIGN PAGE.

To set up your personal campaign page visit [www.lake2lake.org/fundraise](http://www.lake2lake.org/fundraise)

**Need some inspiration?** Here's a sample email you could use to let people know you're riding the Lake2Lake and fundraising for Wellspring:

Dear [first name],

This September I'm going to be undertaking the daunting task of riding 220 kilometres on a bicycle through the North Okanagan /Shuswap area—all for a great cause!!

I'll be taking part in the Lake2Lake Ride for Rwanda ([www.lake2lake.org](http://www.lake2lake.org)) to support The Wellspring Foundation for Education. Thanks to Wellspring, more than 80,000 children are currently seeing their school communities transformed and being given opportunities that would previously have been denied them.

#### **And you can help make it happen!**

Would you be willing to sponsor me for this excellent cause, in the faithful belief that I will make it past the start line and that I won't pass out by the first rest stop? I've pledged to raise \$ (enter your goal amount here). Here are a few examples of how your donation will make a difference:

\$30 - supports ½ classroom (35+ students) for one month

\$55 - supports 1 classroom (70+ students) for one month

\$360 - supports ½ classroom for one year

\$660 - supports 1 classroom for one year

\$2640 - supports 4 classrooms for one year

It's really simple to do. Just click on this link: [insert your pledge page url] and follow the directions. You will receive a tax receipt.

In doing so, you'll help transform the lives of thousands of young Rwandans...and spur me on to keep pedalling!

Thanks so much,

[Your name]

## **THIRD—OFFLINE DONATIONS**

While fundraising, you may have people who want to donate via cheque, cash, or credit card, but don't like using their card online. That is awesome. The last page of this Resource package has Pledge Forms on it. Simply print off the form, get donors to fill out the form, give you their donation, and then be sure to bring those donations to the ride with you.

Again, we are thankful and excited that you have chosen to ride in this year's Lake2Lake Ride for Rwanda. We hope the above tips help you in your fundraising efforts.

The Lake2Lake organizing team are looking forward to seeing you at the ride!

