



Big Brothers Big Sisters of Central Mass/Metrowest

2018 Rodman Ride Step-By-Step Fundraising Plan

Fundraising is easier than you think! Follow our 6-step fundraising plan and you'll reach your goal in no time.

1. IDENTIFY YOUR DONORS

- **Ask Everyone – Don't rule out anyone!**

You never know who has a connection to our mission and remember, this is not a donation to you – it will directly help transform the lives of children in our community.

- **Build your “ask list.”**

Your goal is to put at least 25 people on your initial list. Sounds like a lot? Look at your email contacts!

TIP! The biggest mistake people make in the planning of their fundraising campaign is pre-deciding who will give them money, who won't, and who can't.

2. CHOOSE THE METHOD THAT BEST FITS YOUR DONORS – ONLINE, OFFLINE, IN PERSON?

Think about your audience. Choose the method that best fits your donors. Chances are you'll have a large group that is accessible via email, but some portion that would respond better to a regular letter (think of your relatives and Grandparents!). Each individual is different and you know them best!

- **Online fundraising produces quick results!**

We recommend everyone use this tool to email and gather donations. The Email Center on Fundraise.com is one of the most optimal tools for tracking your progress and gathering donations.

- **Social Media Fundraising.**

By using Facebook, Twitter, and other Social Media outlets you can expand your fundraising reach significantly! Be sure to post frequently to gain attention and remind friends and family to donate.

- **Offline Fundraising.**

With so much reliance on electronic communication, this is an opportunity to grab someone's attention the old-fashioned way! Make sure to include a personal note!

- **In-Person Fundraising.**

You may have a donor or two that would best be asked face-to-face. You may also wish to do a fundraising “event” (we have those planned for you!) to gather a large amount of donations in just one night!

3. TIME TO GET STARTED!

As soon as you have your list of potential donors, it’s time to reach out. Don’t wait. Edit your Rodman Ride personal page to reflect the reason of why you’re riding. Be sure to upload a picture of a video. Need ideas? We can help!

- **Start with your Online Contacts.**

Upload your entire email address book, or as many email contacts as you can gather – and send an email today. We recommend 25-50 contacts for the first email. If you need help with a template, just ask the BBSCM/MW staff!

- **Mail our Offline Letters.**

Take the list of those that you will send an offline letter to and mail out those within 1 week of starting your fundraising plan.

- **Begin Using Social Media.**

Once you have your personal page up and running, post often (1-2 times per week!) on Facebook or other social networks and be sure to include the URL to your donation page!

4. UTILIZE THE POWER OF THE INTERNET.

Once you’ve done your initial asks and sent out the first emails and letters requesting support, you’ll likely see donations begin to roll in. Now is the time to use the internet as your tool for reminders and status updates!

- **Use Your Rodman Ride Personal Page**

This is already set up for you and you can personalize it with easy-to-follow instructions, available once you log-in. Simply put in your donors’ email addresses and send away. They’ll receive an email with an easy link to donate to your Rodman Ride!

- **Add a Creative Email Signature**

Create your very own Rodman Ride email signature with a link to your fundraising page (be sure to check with your manager first if it’s a work email account). This will extend your fundraising efforts to your contacts every day and allow them to make a donation directly to your Personal Page.

- **Keep your social media world updated!**

Update your Facebook profile picture with a Rodman Ride themed photo. Update your status with your training and fundraising progress, i.e. "I just biked 15 miles – gearing up for the Rodman Ride in support of BBBSCM/MW. I'm only \$300 away from reaching my goal. Support me today!" Continue to update your Facebook "Status" on a weekly or bi-weekly basis to ensure your friends and family know the up to date information on your training and fundraising progress.

TIP! With any and all email or social media asks, request friends and family to pass on your message. "If you believe in what I am doing, please forward this email to your friends, family, and co-workers."

5. REMIND, REMIND, REMIND.

We all need reminders – reminders to pick up the dry cleaning, check the mailbox, and make charitable donations! Your donors are no different and we can assure you, you'll have to remind at least a few of them before they donate – and this is **OK!**

- **We recommend follow-ups every two weeks.**

In your follow-up include information about your training progress to serve as a reminder of your commitment – and that you're still waiting for their donation.

- **Send email or post Facebook status updates.**

This will help 'remind' those donors who have told you they are going to donate, to in fact take just a few minutes to do it.

TIP! The average American needs to be reminded 6 TIMES before they make a donation! Don't be afraid to remind, and re-remind!

6. THANK YOUR DONORS.

Immediate notes of thanks and acknowledgement will show your donors how much you value their support. Send a thank you email or mail a hand-written note. Post event, include a picture of your ride weekend and what the experience meant to you. You also might want to "shout out" and thank your donors publicly on Facebook or other Social Media.

- **Be prepared with note cards and stamps.**

The Dollar Tree sells 8-packs of note cards for \$1. Stock up so you are ready to say thanks as soon as your donation email notification comes through.

Remember – Your BBBSCM/MW staff has a wealth of information on how to fundraise and can offer all of the support you need! We're armed with ideas and tactics to help you reach and exceed your goals so don't hesitate to reach out to us for assistance.