

2020 Plateau to Percy

FUNDRAISING GUIDE



Pleateau to Percy

Finish on the
shores of
Percy Priest

Eagle Park

Sweet Treat at Sassy
Pecan in Watertown

Ride across
Center Hill
Dam

Sparta: Calfkiller,
Happy Trails
Breweries

Night 3:
Edgar Evins
State Park

Sunset Rock

Night 2:
Cumberland
Mountain State Park

Lake Tansi

Night 1:
Fall Creek Falls
State Park

Start:
Dunlap TN

Ride through Sequatchie Valley



Two things to keep in mind

The most important thing to keep in mind for all non-profit fundraising efforts is that you aren't just raising this money for yourself. You're raising money for a cause you care about!

So when you ask your friends, you're not asking just because you want to do a cool ride (though of course that's part of it) but because you want to support Walk Bike Nashville, and our advocacy efforts.

Be sure to include that info when you contact your network! Let people know why you are doing the ride, and why the work of Walk Bike Nashville is important to you.

The next most important thing to remember, is that asking people for donations doesn't have to be scary! People can easily say no. So don't be shy!

So what is this fundraiser for?

We are hosting this fundraising ride to support for our advocacy program. Advocacy is a critical part of improving our streets, but it's one of the hardest to fund. You are helping us ensure we have the staff and capacity needed to be the voice for walking and bicycling.

In particular, we are hoping to raise funds to support our Families for Safe Streets Program (FSS). FSS is an advocacy and support group for those that have:

- been in a crash as a pedestrian or bicyclists
- lost a loved one that was walking or biking in Nashville

This groups is designed to offer support for victims and families, as well as equip members to use their voices to change the culture of road safety in our city.



Step 1: Compile Your List

The first step to peer-to-peer fundraising is compiling a list of people who might donate. This list should include:

- People in your network who support you and therefore will want to support a cause you care about
 - Close friends
 - Family members
 - Co-workers
 - Facebook/instagram followers
- People who you think might support Walk Bike Nashville
 - Bike club friends or your friends who you know ride a lot
 - Friends who love to run
 - Your friends who are actively involved in your neighborhood
 - People you know are Walk Bike Members

It's helpful to actually write down a list of all the people who you think might donate. You can scroll through your phone contact list or social media friends to jog your memory.

Step 2: Think about how to reach people

Take a look at the list you compiled. What is the best method to reach people? You know your friends and family, so you probably know best.

Some common methods of communication for asking people to donate:

- Phone calls -- always has the best results!
- Text messages
- Email -- either a big group message, or better yet, individualized emails
- Facebook:
 - Create a post on your profile
 - Send messages to your friends
 - Create a post and tag everyone you think might be interested
 - Note -- you can create a fundraiser through facebook. If you do this, give us a heads up so that we can be sure to track donations and attribute them to your personal fundraising page
- Instagram/Twitter -- generally less effective unless that's how you communicate most frequently with those on your contact list

Step 3: Compile/Send your Ask

What to include in your fundraising ask:

- What it is you're raising funds for (Walk Bike Nashville's advocacy and Families for Safe Streets)
- Why this matters to you (make it personal!)
- A dollar amount -- you usually get best results if you ask for an exact amount. Eg: "Would you be willing to pitch in \$100 to get me to my goal?"
- Your fundraising goal -- everyone likes to know what the goal is
- Your fundraising page (Nora sent it to you, email her if you need the url or want to edit the text)

Step 4: Follow up!

Studies show that most people require 6+ “touches” before they actually donate. So you can’t just ask people once!

Benchmarks -- our fundraising deadlines are useful points to reach back out to people. Eg. “I need to get to \$500 by the end of this week! I wanted to circle back to see if you could help me get there”

Multiple communication methods -- your follow-ups don’t have to be the same. You could start with an email, and then follow up with text messages. Or tag everyone in a facebook post. Or reshare your link.

2020 Fundraising Deadlines

To ensure everyone is on track for completing their fundraising requirements, we have established the following milestones:

- All participants must have a minimum of 50% raised by August 1st, 2020
- All participants must have a minimum of 75% raised by September 1st, 2020
- All participants must have a minimum of 100% raised by our return on October 4th, 2020