

3 Steps to Successful Fundraising

Step #1: Set Your Goal

- Just as you have set a goal to cycle 30, 60 or 100 miles set a goal that matches your commitment to funding vital research for Parkinson's disease.

Step #2: Determine Your Solicitation Strategy

- Online Solicitations - Use the events.org tool and template to send an email and monitor your fundraising progress.
- Writing Campaign - Write a personal letter to those closest to you telling them why you're riding, the extensive amount of training involved and ask them to match your commitment by supporting you. Need help with your letter? Click [here](#) for an example.
- Celebratory Giving - As a birthday, anniversary or special holiday approaches, in lieu of a gift, request that your friends and family show their affection by making a donation in support of your ride.
- Fundraising Party - Invite friends to your home or host a party at your favorite restaurant, bar or wine shop. Ask if your favorite restaurant will donate a percentage of their sales from the event. Explain why this ride is so important to you and invite your friends to join you on this journey through their financial support.
- Matching Gifts - Many employers match all or part of their employees' charitable donations. Ask your employer and encourage your donors to do the same. You will need to know the nonprofit's tax ID number (20-8816222) and address which can be found [here](#).
- Spread the Word - Use your personal communication style (FaceBook, Twitter, email, face-to-face), announce to your friends your goals – riding and fundraising – and keep them up-to-date on your progress. Click [here](#) for examples.
- Don't Be Afraid To Ask - Most donors will contribute because they know you and will want to help.

Step #3: Say "Thank you"

- Thank each donor for their support as quickly as possible with a personal email or phone call. Handwritten notes are even better.
- After the ride, share pictures and stories about your Sub-5 experience. Let them know how much their support lifted your spirits and confidence. By properly thanking donors, you make them feel special and appreciated.
- Remember your goal. Along with your physical training plan, check your Fundraising page on Events.org weekly to be sure you're on track.