



Fundraising Tips and Tricks

Westcoast Motorcycle Ride to Live

Since 2010, the Westcoast Motorcycle Ride to Live has raised over \$1.6 million to help support BC men living with prostate cancer. This is a huge accomplishment and it could not have been done without the help of riders like you! Fundraising isn't always easy but we have created this package of tips and tricks to help support you through the process.

So why do you need Fundraising Tips and Tricks? Well to start, you can't do this alone. Your donors are your TEAM and without them you wouldn't be able to fundraise like you can and will. You need this team to expand the reach for potential donations from family, friends, co-workers, etc. You want them to feel that they are doing this with you, your success is a team success. So bring them along on your journey, so you can all benefit from the great feeling of giving!

Do you know the #1 reason why people don't donate? It's because they weren't asked!

Fundraising is a volume business - you generally need to ask a lot of people to get results. Unfortunately, not everyone will say yes, but you never know who in your friend or contact base might have a connection to prostate cancer or may just be more charitable than you thought. It's important to remember not to take rejections personally - many people have other charities that they support or they may be unable to donate because of financial constraints, but you'll never know unless you ask. Always remember, begging is something for nothing - fundraising is something for something.

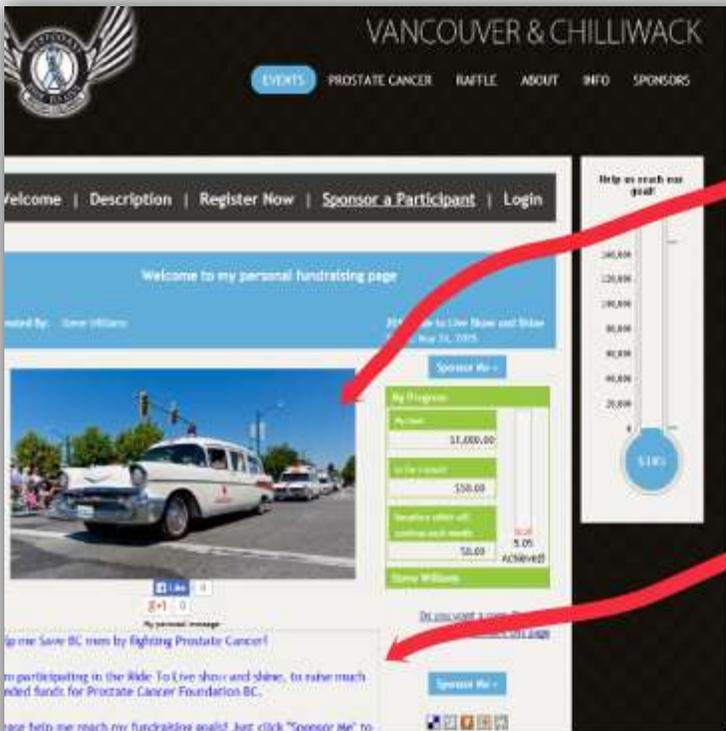
You can never thank your donors enough!

People give for a variety of reasons - a personal connection to the cause, a desire to support an organization making a positive impact, tax breaks, or they might just really like the person who's asking them! What doesn't differ between donors is their appreciation for a good "thank you". Always take the time to individually thank each donor, whether it's through a call, email or another way, and don't be afraid to send them periodic updates on your progress. Most people will appreciate knowing that they played a significant role in your journey, regardless of the size of their donation.

So basically, all the knowledge of fundraising can be summed up in four words:

Ask them • Thank them

Now that you have the basics, let's get to it! There are tools at your fingertips to help with both the "ask" and the "thank you" - keep reading to find out how you can best utilize them along with some helpful tips to get you on your way.



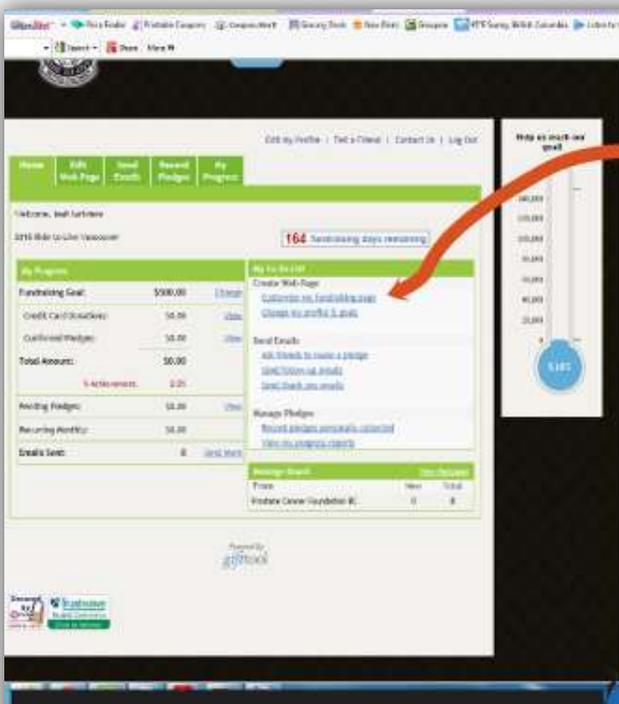
Change the standard image to something personal

Write your own story, lets hear why this is important to you

#1- Update your Fundraising Page

You can go log into your page by putting in your email and password. This page will appear and you can click to start your own fundraising page or team fundraising page. **Lead by example! If you haven't done so already, consider making a donation to your page to kick start your efforts and don't forget to encourage your team members to do the same.**

Your personal fundraising page



Once you are registered this screen will show up. Click on the link shown to customize your page.

You have your own fundraising page so why not personalize it? Tell a story about yourself, include why you are attending the ride and if you or someone you know has a personal connection with prostate cancer. Check out our **"Facts & Stats"** page at the bottom of this documents for some points you can include in your messaging.

Put up a picture of yourself or if you are a team captain, a picture of the team. **Donors are more likely to give to fundraisers who have taken the time to customize their page, including adding a photo and personal story.**

How to customize your page

#2 - Growing your donations

How do I get people to donate?

There are countless ways to ask people to donate - here are a few of the most common ways:

- **Use social media** to spread the word and ask for donations. To share on social media, go to your fundraising page (you can click on Preview Page under the "Edit Web Page" tab) and click on one of the social media icons on the right hand side. You can also choose to post a picture from last year's event (if you have one) or a blurb about it and why you are doing it again this year. Make sure to always include a link to your personal fundraising page (this can be found under the "Edit Web Page" tab). Most commonly used social media outlets are; Facebook, Twitter, Instagram, Tumblr.
- **Send an email** to your friends, family, or other contacts to let them know what you're doing and to ask them to donate. The online fundraising site makes it easy to do this through the "Send Emails" tab when you log in to your fundraising page.
- **Use materials to ask for donations;** posters and videos are a few ways to do this.
- **Create 'fun' scenarios amongst your donors.** Challenge someone to donate an exciting amount like \$523.35 and challenge others to even it out and go back and forth; shooting for group targets- i.e.. \$1000, and then set new goals and relate them to themes.
- **Pick up the phone or better yet, ask them in person!** A face-to-face or over the phone ask can sometimes be the most difficult, but it can also be the most effective. To help make it easier, here is a four-step guide for "making the ask":
 1. What are you doing? (*Participating in the Westcoast Motorcycle Ride to Live in support of Prostate Cancer Foundation BC*)
 2. Why are you doing it? (*Your own personal connection, story, reason for participating*)
 3. What are you asking them to do? Make sure your request is specific. (*Would they consider supporting you by making a donation?*)
 4. Wait! After you make your ask, make sure to give the person a chance to respond. This is oftentimes the point where we get nervous/uncomfortable and start talking unnecessarily! Wait for their "yes", "sorry, not right now", or "maybe, but I have some questions".

Some people may be interested to know more about the cause, organization, and/or where their donation will actually go. To help you out with this, please refer to the "**Facts & Stats**" section at the bottom of this document.



#3 - Communicating with your donors

As we have mentioned, it's important to make sure your donors feel like they're part of your team and that you are all working towards a common goal. One way of doing this is by sending them regular updates to let them know more about the event, how your fundraising is going, and of course to ask them to donate and thank them for their support.

Tim our fundraising guru suggests:

" For personalized emails, start early (I start at the end of February, when most people have dealt with the Christmas spend bills and before most other annual fundraising initiatives kick off). I then create an ongoing conversation with my donors. I found they all seem to tolerate an update once every two weeks until the ride. I make sure to add a disclaimer at the bottom of the email to tell them to notify me if they no longer wish to receive emails. I combine a number of things into one email update. For example, an update on how much we raised to date, what place we are in, my next challenge dollar target before the next email (or how close we are to the next goal I set on the custom web site - I raise it once we surpass the goal), mention any prize I might be raffling off, etc.."

To view some of Tim's sample emails, scroll down to the "**Sample Emails**" section at the bottom of the document. Feel free to borrow some of Tim's messaging - that's what they are there for!

In Summary...

- 1. Lead by example!** Consider making a donation to your fundraising page to kick off your efforts and show your potential supporters that you mean business.
- 2. Personalize your tools!** Customize your fundraising page with your own photo and a personal story about why you are doing this.
- 3. Spread the word!** Use social media, emails, phone calls...anything that will help you reach a large number of people.
- 4. Communicate with your donors!** Make sure they know that you consider them to be an integral part of your team.

And don't forget two most important steps of fundraising: Ask them, thank them!

Sample Emails

1. First email of the season

Dear Friends, Family and Colleagues,

It's that time of year again and my daughter Amy and I are attempting once again to raise as much money as possible for research to help find a cure and fight prostate cancer. This is our third year participating in this event with my daughter Amy and we both hope it will be as successful as our last two years. Of note, this is Amy's last year of high school so this may be our last opportunity to do the ride together. The ride is May 26th this year.

Amy and I simply ride - all of you are the critical part of this event and it wouldn't be successful without you. We have raised the astonishing amount of over \$10,000 in the last two years because of your support and generosity. We've been the top fundraisers for the last two years!

As you may or may not know, my dad and other members of my family have been victims of prostate cancer. My dad is a 10 year survivor now and continues to do well and keep the cancer away. This is mainly due to the excellent progress that has been made in prostate cancer research thanks to the generous donations of friends, family and colleagues.

Help me Save BC men by fighting Prostate Cancer! I am participating in the Westcoast Motorcycle Ride To Live, to raise much needed funds for Prostate Cancer Foundation BC. Please help me reach my fundraising goals! Just click "Sponsor Me" to make a donation. Thank you in advance for your generosity!

This year - I've kicked things off by donating some personal cash and money I raised from selling off prizes from last year's ride - Amy and I want everything that results from this ride to translate into funds for the research (so, we're well on our way to our annual goal already)! The top fundraiser right now is at \$1125 - we can beat that!!!!

By the way, I can take cash (if that's easier for you and you don't trust web sites with credit card information)
OR

TO SUPPORT US (go to the link below and it will take you to a web page - on the upper right hand of the web page hit the "SPONSOR US" button):

CLICK HERE TO MAKE A DONATION TO SUPPORT US

OR copy and paste this link into your web browser:
<http://www.gifttool.com/athon/MyFundraisingPage?ID=1852&AID=2194&PID=332664>

Thank you in advance for your generosity! We promise to keep you updated on our progress with timely updates.

<https://www.gifttool.com/athon/SearchParticipants?ID=1852&AID=&CID=323>

2. Following up

Dear Friends, Family and Colleagues,

Welcome to the first update. We've had an outstanding first two weeks and have quickly moved into first place. We are at \$1865 already, less than \$200 off the first target – wow! We are currently \$600 ahead of the second place fundraiser and I hope we've motivated him to double his efforts =J Thanks to everyone who responded so quickly and those who are considering a donation – it's been great catching up with those I've spoken to about this effort in the last couple of weeks. It's amazing how many lives this cancer has touched. I'm on vacation for the next week, but I'll be sure to provide another update mid-March. The link to our site is below if you are interested in helping us support this great cause (or interested in supporting it some more – ha, ha).

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As you may or may not know, my dad and other members of my family have been victims of prostate cancer. My dad is a 10 year survivor now and continues to do well and keep the cancer away. This is mainly due to the excellent progress that has been made in prostate cancer research thanks to the generous donations of friends, family and colleagues.

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Same info as first email on donating options

3. Another update

Dear Friends, Family and Colleagues,

Welcome to the second update. We are easily out in front right now as it's early in the fundraising, but it will start picking up over the next few weeks. Let's keep at it and maintain that first place lead in fundraising! We are at an amazing \$3467 already – outstanding! We are almost \$2300 ahead of the second place fundraiser and I hope we've motivated him to triple his efforts =J Thanks to everyone who responded so quickly and those who are considering a donation. We are now targeting \$4000 as our goal – can you help us get there? There is one fun person who has donated an odd amount – so who wants to even out the numbers again! By the way, I had an amazing ski vacation in Salt Lake City last week – 6 straight days of skiing with some great guys. I would highly recommend it as a ski vacation spot – let me know if you want some insight into the best resorts to ski.

The link to our site is below if you are interested in helping us support this great cause (or interested in supporting it some more – ha, ha).

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Same info as first email on donating options

4. Final Update before the event

Dear Friends, Family and Colleagues,

Welcome to the final update before the big day this coming Sunday, May 26th! We have managed to hold on to top spot for the whole journey to date. We have increased our total by another approx. \$400 and sit at an amazing \$5,701! We are only \$299 away from our final target of \$6,000 this year! If you recall, we made it to \$6,800 last year with a last minute push – I know we can make it past our goal because there are still a few people who told me they like to come in at the end and others have mentioned they will be donating, but haven't had a chance yet. **This is the final 4 days, so if you plan on donating please do it now so it will count.** For those who have donated to date – thanks again for your awesome support! I had an great overnight trip through the interior this weekend – the beauty of this province still amazes me and I suppose it will continue to do so. Was a little saddle sore into day 2, but I'm in great shape now for the ride this coming Sunday.

As always, the link to our site is below if you are interested in helping us support this great cause (or interested in supporting it some more – ha, ha). **Pictures of the ride next week and the final tally!**

All of you are the critical part of this event and it wouldn't be successful without you. We have raised the astonishing amount of over \$10,000 in the last two years because of your support and generosity. We've been the top fundraisers for the last two years!

As you may or may not know, my dad and other members of my family have been victims of prostate cancer. My dad is a 10 year survivor now and continues to do well and keep the cancer away. This is mainly due to the excellent progress that has been made in prostate cancer research thanks to the generous donations of friends, family and colleagues.

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5. After event thank you

Dear Friends, Family and Colleagues,

It's been an amazing journey again this year. If you recall, I put out a final request last week because we were so close to breaking the \$6,000 barrier. Another incredible response occurred and we ended up with a final tally of – wait for it - **\$6,291** !!! That is very close to what we raised last year. And, to top it off, we placed **FIRST** overall all again for the **third** year in a row as top individual fundraisers! The final total raised by the ride was **\$150,000** (same as last year). There was still great participation this year even though the weather didn't cooperate – it rained during most of the event and ride, except at the announcements in the end.

The 1st place fundraising prize was a leather motorcycle racing jacket. So, if any of you are interested, let me know as it's for sale, all proceeds going to next year's ride. I sold all the prizes I received last year and was able to put that \$400 into this year's fundraising. Everything I do for this turns to cash and goes to prostate cancer research.

I've attached a couple of pictures, as promised, from this year's event. I will send another email with a few more pictures for those who are interested to keep the file size down:

1. First pictures - just before the ride – In front of my bike (just before the rain!).
2. Second picture – Amy and I at the opening ceremonies prior to the ride – happy and ready to go – in spite of the dark clouds overhead. Amy was a real trooper.

Once again, thanks to all my amazing friends, family and colleagues for your support and encouragement over the last few months – this has been incredible and demonstrates what a dedicated group of people can achieve together. Until next year have a safe and amazing summer and rest assured that your hard earned donations have been received 100% by the prostate cancer foundation of BC to be put into vital research to eradicate this terrible cancer.

****Stay tuned for next year – my dad and I are planning something special for 2014 and all will be revealed then!**

Kind regards from your very grateful fundraising duo, Tim & Amy Kikkert

Facts & Stats

It's not necessary to memorize all of these, but it might be helpful to keep on hand and if there are any that really resonate with you, make sure to include those points in your messaging that goes out to your potential donors.

Prostate cancer:

- 1 in 9 men will be diagnosed with prostate cancer in their lifetime
- Prostate cancer is the leading cause of cancer in men
- Prostate cancer is the second leading cause of cancer death in men
- Prostate cancer is highly treatable if caught early, but early detection is key
- Prostate cancer is not an "old man's" disease - men can be diagnosed even in their 40s

Westcoast Motorcycle Ride to Live:

- The ride has raised over \$1.6 million since it started in 2010

Prostate Cancer Foundation BC (PCFBC):

- PCFBC was founded in 1997 by Prostate Cancer support group members in BC - we will be celebrating our 20th anniversary this year!
- Funds raised through donations and events like the Ride to Live are used to support a number of projects and initiatives in BC, including:
 - Over 20 prostate cancer support groups in communities throughout the province
 - A mentorship program that matches men who have recently been diagnosed with those who have gone through it already and can give them advice, guidance and support
 - Resource packages, called Reef Knot Kits, that are sent free of charge to men newly diagnosed to help them make informed decisions about their treatment and next steps following a diagnosis
 - Funding BC-based research projects that are helping in the efforts to determine the best methods for prostate cancer detection and treatment. Over \$1.5 million dollars has been granted.
 - Promoting awareness and education through community events, speaking engagements, wellness fairs, seminars, leadership training, conferences and other forums
- PCFBC works hard to keep administrative costs low (less than 10%) so more of each dollar donated goes directly to supporting men living with prostate cancer in BC. Furthermore, all the funds raised in BC, stay in BC!

If donors have questions you can't answer, feel free to direct them to our website (www.prostatecancerbc.ca) or they can contact our office directly at 604-574-4012.

