



THE ALL-YOU-NEED-TO-KNOW-ABOUT

# Fundraising Toolkit for R4R 2021



## GETTING STARTED:

# Setting up your fundraising page

## Set your goal

Setting a goal for your fundraiser is your first step on RunSignUp.com. Research suggests that an initial goal of \$200 is a good place to start, but we'll leave the amount up to you. Once you've reached your goal, you can increase it and raise more funds. If you need help getting your fundraising page up and running, please email us at [R4RSchools1@gmail.com](mailto:R4RSchools1@gmail.com) or [check out these resources](#).

### **PRO TIP:**

**To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.**

## Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how R4R has impacted your life and/or your children in a meaningful way and why you've decided to fundraise. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.



# Fundraising Best Practices



Fundraising leverages the power of your social network to meet fundraising goals and help move R4R that much closer to helping more than 6,000 public school students in Oakland and Alameda.

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

## What's the best way to share?

Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

You won't have the phone number of all of your network contacts, but choose a few that you know will respond well to a more intimate request: text messaging. HOWEVER, don't inflict the poison that is group texting on these people; take the time to send individual (copied and pasted) texts to each one.

### **PRO TIP:**

**Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that folks are already supporting R4R.**

## How often should I communicate with my network?

There are five absolute times you should communicate with your network during a fundraising campaign:

1. Campaign launch
2. Midway goal
3. Final push
4. Campaign end or goal reached
5. Thank you

We recommend maintaining momentum between each of these main milestone communications with one to two social posts per week and at least one update email to help keep your campaign and R4R top of mind.

During the final push phase of your campaign in April, increasing your frequency to a few social posts a week has proven to be highly effective, so go for it! These posts don't have to only be about fundraising -- and shouldn't be. Share updates on your training or a new route you may have discovered!

We recommend creating a simple sharing schedule to plan out your communications ahead of time. This'll save you time and make your campaign more fun and less stress. You can use Google Calendar, Google Sheets, or even a notebook to plan out when you'll post to socials and email or text your network.

## Privacy & Consent

When communicating with your networks, please respect their communication preferences and adjust accordingly. This includes making sure you have permission to contact your peers, particularly if you're sending text messages.

## READY, SET, FUNDRAISE!

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Now that you've learned all the fundraising tips, tricks, and best practices, it's time to jump into it with confidence!

We've included pre-written communications for you to use at every major campaign milestone along with a planning calendar to make fundraising as easy as pie.

Copy, paste, and start fundraising. :)



# Announcement #1: Campaign

**Send:** Right after you've completed setting up your fundraising page.

The purpose of this announcement is to let your online network (IRL & social media friends, family, peers, colleagues, neighbors) know that you've signed on to the R4R Virtual Challenge for students in public schools in Oakland and Alameda and that you need their help. Basically, you've got to get the word out to everyone you know to help you reach your fundraising goals. The goal is to share, share, share!



## EMAIL

### SUBJECT LINE:

My April Challenge

### BODY:

It's no secret that our world has been turned upside down. But, I've committed to helping students at our local public schools through Ride 4A Reason's Virtual Challenge in April.

For my challenge, I'm going to **[insert your run, walk, or cycling goal]** and raise **[insert your fundraising goal]** in the process.

I'm doing this because the pandemic has really impacted so many students and their families. For example, some schools used R4R funds to provide tech support in the abrupt shift to online learning and stipends to professional musicians to support students in online music classes.

I hope that you can sponsor me with a donation of \$1 per **[insert your mileage or time goal here]**. I can't do this without you!

Thank you!

**[Insert your name]**

**\* CREATE A SHORT LINK TO YOUR PAGE**

**Go to [bit.ly](https://bit.ly) to easily create a shortlink to your fundraising page!**

## TWITTER

Hey friends, I've signed on to help **R4Rschools.com** raise funds to support public school kids in Oakland & Alameda. Help make a lasting impact by donating today: **[shortlink\* to your page]** **#R4Rschools**

## FACEBOOK/INSTAGRAM

Hey friends, I've signed on to help **@rideforareasonpublicschools** raise funds to support public school kids in Oakland & Alameda. Who's down to make a difference? Please share with your friends and family and donate today: **[shortlink to your page]** **#R4Rschools**

## TEXT

**[Name]**, I've signed on to help **R4Rschools.com** raise **\$XX** for public school kids in Oakland & Alameda. Please help by donating today: **[shortlink to your page]**

## Announcement #2: Midway Goal

**Send:** When you're halfway to meeting your fundraising goal.

The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. The tone should be excited in nature and get your network to feel motivated to help you reach your goals.



### EMAIL

#### SUBJECT LINE:

Ohhh, we're halfway there—**\$XX** more to go!

#### BODY:

**[Name]**, I've got great news—I'm halfway to reaching my personal fundraising goal of **[Goal Amount]** raised for **Ride 4A Reason!** Pretty awesome, right? All the money raised will support public school kids in Oakland & Alameda. Will you help me move the needle forward with a donation? Visit **[link to your page]** today to see my fundraising page..

If you believe in public education, consider becoming a supporter and starting your own fundraising page to help them reach their goal more quickly!.

Thank you!

**[Your Name]**

### TWITTER

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help **R4Rschools.com** raise funds to support public school kids in Oakland & Alameda. Please help me move the needle forward by donating today:  
**[shortlink to your page] #R4Rschools**

### FACEBOOK/INSTAGRAM

Ohhh, we're halfway there—only **\$XX** more to go to meet my fundraising goal to help **@rideforareasonpublicschools** raise funds to support public school kids in Oakland & Alameda. Help me get all the way there and share/donate today:  
**[shortlink to your page] #R4Rschools**

### TEXT

**[Name]**, guess what? I'm halfway to meeting my fundraising goals for **Ride 4A Reason!** Please help by donating today: **[shortlink to your page]**

# Announcement #3: Last Push

**Send: One (1) day before the fundraiser ends.**

The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network. These messages create a sense of urgency with a time-sensitive deadline so your network knows they only have a little time left to help you reach your goals.



## EMAIL

### SUBJECT LINE:

I'm close to my goal—will you help me cross the finish line tomorrow?

### BODY:

Hi **[Name]**! Believe it or not, I've raised **[Amount Raised]** for Ride 4A Reason to support public school kids in Oakland & Alameda. and I'm only **[\$XX]** away from reaching my fundraising goal. If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link **[link to your page]** with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

**[Your Name]**

## TWITTER

I've already raised **\$XX** to help **R4Rschools.com** reach its fundraising goals! There's only one day left and I need your help. Donate now! **[shortlink to your page] #R4Rschools**

## FACEBOOK/INSTAGRAM

I've already raised **\$XX** to help **@rideforareasonpublicschools** reach its fundraising goals! There's only one day left and I need your help. Share/donate now! **[shortlink to your page] #R4Rschools**

## TEXT

**[Name]**, I've already raised **\$XX** to help **Ride 4A Reason** and my goal is almost reached. There's one day left and I need your help. Donate now! **[shortlink to your page]**

## Announcement #4: Goal Reached or Campaign End

**Send:** When the campaign ends or you've hit your goal.

The purpose of this is to let your network know that the campaign has ended and/or you've reached your fundraising goals. The tone should be congratulatory and should thank your network for their contributions of donations/shares. This is also a great way to share the impact of their support.



### EMAIL

#### **SUBJECT LINE:**

We did it!

#### **BODY:**

**[Name]**, with your help and support, I raised **[\$XX]** for **Ride 4A Reason!** I can't thank you enough.

**R4R** will now be able to provide much needed additional support for public school kids in Oakland & Alameda—that's a huge deal. I hope you feel good about your contribution because I sure appreciate it.

I hope we can continue to help organizations like **R4R** reach their fundraising goals during this challenging time. World change happens one person at a time, and I'm happy we were able to make a difference together.

Until next time!

**[Your name]**

### TWITTER

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **R4RSchools.com**. I'm thrilled we were able to make a difference together. Look what we did: **[shortlink to your page]** **#R4Rschools**

### FACEBOOK/INSTAGRAM

We did it! Thank you all who helped me reach my fundraising goal of **\$XX** for **@rideforareasonpublicschools**. World change happens one person at a time, so I'm thrilled we were able to make a difference together. Look what we did: **[shortlink to your page]** **#R4Rschools**

### TEXT

**[Name]**, thank you! I've reached my fundraising goal of **\$XX** for **Ride 4A Reason**. I'm thrilled we could make a difference together. Look what we did: **[shortlink to your page]**

## Announcement #5: Thank You Letter

**Send: One (1) week after the campaign has ended.**

The purpose is to thank everyone who helped support you in reaching your fundraising goals with a personal message.



### LETTER

Dear **[Supporter Name]**,

We did it! Thanks to your support, I met my fundraising goal of **\$XX** for **Ride 4A Reason**. Because of you and the hundreds of other supporters, more than 6,000 public school kids in Oakland and Alameda will have additional resources to get them through this challenging time. How rad is that?

It felt so good to have my friends and family join me in raising money for such a great cause. Reaching this goal is a testament to the power of social fundraising and what we can achieve if we all work together toward a common goal. I hope you feel great about your contribution because I couldn't have done it without you.

Hope we can make some more fundraising magic in the future.

Until then, cheers!

**[Your Name]**



## THANKS FOR BEING A FUNDRAISING

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Thank you so much for taking the time to spread the word about Ride 4A Reason and for fundraising on behalf of public school students in Oakland and Alameda.

2021 is a unique year for R4R as our usually very public demonstration of the ongoing problem of underfunded public schools takes on a look given Covid-19.

But, we promise to be back together again in Sacramento once it's safe to do so.

We appreciate you and look forward to continuing this meaningful partnership for years to come!



This toolkit template was provided by:

**fundraise**