

# FUNDRAISING TOOLKIT



WORLD BICYCLE RELIEF

# THANK YOU FOR YOUR COMMITMENT TO FUNDRAISE FOR WORLD BICYCLE RELIEF.

We are here to make sure your fundraising journey is rewarding and impactful for both you and the people we serve. This step-by-step guide will help inspire ideas and equip you with the resources you need to be successful.



# HOW TO BE A SUCCESSFUL FUNDRAISER.



**Believe in  
the cause**



**Commit to  
your goal**



**Get creative  
with a  
purpose**



# FIRST THINGS FIRST.



## Make it personal.



Why World Bicycle Relief? Tell people why you believe in The Power of Bicycles. Give specifics about the goals you hope to achieve through your efforts. Be sure to include pictures of you in action!

## Start an online fundraising page.

We have our own fundraising platform so that you can create your own unique fundraising page quickly and easily. Go to [worldbicyclereliefuk.charitycheckout.co.uk/profile](http://worldbicyclereliefuk.charitycheckout.co.uk/profile) to set up yours.



# GAIN SOME MOMENTUM.

1

## On the first day,

Get your fundraising off to a flying start by making the first donation. Next, seek contributions and support from ten of your closest friends and family. Make those first 'asks' to the people with whom you are most comfortable. It is easier and will help your campaign gain momentum. Each time a donation rolls in, you'll be even more excited for the next.

2

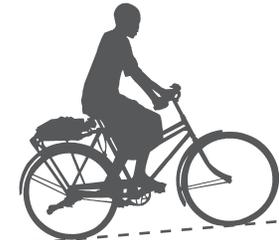
## The following week,

Contact another ten (or even 20) friends and colleagues. Along the way, encourage people to leave personal notes to inspire you and others.

3

## As more people step up,

You'll be more determined to reach out to acquaintances, co-workers, and relatives even further removed. Once the flywheel is turning the momentum will encourage more people to join in.



# GIVE TO RECEIVE



## How to write emails that inspire

Share how bicycles change lives. Explain why you fundraise to provide 'The Power of Bicycles.'

Tell a success story to inspire donations. Explain what children can do with a bicycle.

Be clear. Make a direct request for support and don't forget to include a link to your fundraising page.

Thank donors for their time and support. Thank them for giving the gift of hope, joy and opportunity!

A picture tells 1,000 words. Be sure to incorporate one or more.

# SHARE YOUR STORY.

**Social media is a great tool for building awareness.**

Use it to share your efforts and success once you have some momentum going. Use the tips below to get others to be part of your story.



Sometimes an inspirational story is stronger than a direct ask. Let people know about students mobilised with bicycles. Share how The Power of Bicycles motivates you to fundraise.

- Make an ask and share your goal. You want people to stop and donate now to help activate friends and followers.

- Acknowledge those that have given to help you reach your goal. Tag and thank supporters for their involvement.

- Set a time-bound goal and tell people about it. "Who will help me reach 10 bikes. Every amount counts!"

# CLOSE THE LOOP.

## Step it up just a bit.

Identify potential supporters who have not yet donated and reach out to them once more.



- Make one last request as you head into the 'final push' towards your goal.

- Share how far you've come and what you hope to achieve. Invite people to help you reach your goal.

- Include a link to an inspirational story on our blog to encourage your friends. Urge them to come alongside you to empower more individuals through The Power of Bicycles.

# MAKE EVERYONE FEEL IMPORTANT.

**Everybody has a different capacity to give.**

Be sure to offer a range of options to make all of your supporters feel appreciated. You might seek £10 donation from many people. And you might ask some people to donate the value of a bike (£120). It's up to you.

Our online donation forms offer three defined levels, but will accept any amount during the donation process:



Remember, the results of your fundraising will mobilise individuals, families and communities. Whether it's a single girl child, a group of healthcare workers or an entire school, **every bike makes a difference.**



# WRITER'S BLOCK?

Here are some sample messages for your outreach.



instagram - @worldbicyclereliefuk

## twitter

**Help provide reliable transportation** to students in rural Africa through the @uk\_WBR. Donate here [insert your fundraising page link]

I'm halfway to my goal for the @uk\_WBR. **Help mobilise students** by supporting my campaign [insert your fundraising page link]

**A bicycle can help save hours of time** for students racing the sun. Please help support by donating here: [insert your fundraising page link]



## facebook

I'm supporting World Bicycle Relief to mobilise individuals through The Power of Bicycles. Help me provide bicycles for students in rural Africa. **Give a gift of joy, hope and opportunity.** Every donation counts: [insert your fundraising page link]

A bicycle helps save hours of time for a student racing the sun. Reliable transportation increases attendance, improves performance and helps students get to school ready to learn. **Help me reach my goal to empower students** through The Power of Bicycles. Learn more: [insert your fundraising link]



## email

Dear [Friends and Family],

I am pleased to share that I am helping raise funds and awareness for World Bicycle Relief, an organisation committed to helping individuals overcome the barrier of distance and improve access to education, health care, and livelihood through the Power of Bicycles in rural parts of the world.

**For students in rural Africa, a bike is a life-changing tool that helps increase attendance, improve performance, and help students show up ready to learn. Please consider supporting me as I work to transform a community through the Power of Bicycles. For recipients, it is more than just a bike. It is a tool for economic and cultural empowerment.**

Every donation makes a difference, and a contribution of £120 results in a brand new Buffalo Bicycle for a student fighting for her education. I hope you'll join us in helping mobilise more students, teachers, and entrepreneurs. [Insert Fundraising Page]

Thank you for your support,  
[Your name] Fundraising Toolkit | © 2020 World Bicycle Relief UK

# ONLINE RESOURCES.

For more inspiration:



**[View our latest Impact Report](#)**

**Success Stories**

[Stories of Education](#)

[Healthcare in Motion](#)

[Economic Development](#)

**Videos**

All of our latests video stories can be found on [vimeo.com](https://vimeo.com)

**Photos**

You have our permission to download our photos from [dropbox](https://dropbox.com).

**[Get your employer or business involved](#)**

No matter how big or small, we'll work with your business to create a strategic partnership plan that reflects your corporate interests while generating a deeper impact that moves more communities forward.



*The Power of Bicycles. The Power of You.  
Together we can give the gift of joy, hope and opportunity.*

## GET IN TOUCH.

Have questions? We have a team to help get your questions answered. Please feel free to contact us for any additional support.

### **Tracey Lewis**

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