

FUNDRAISING TOOLKIT



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



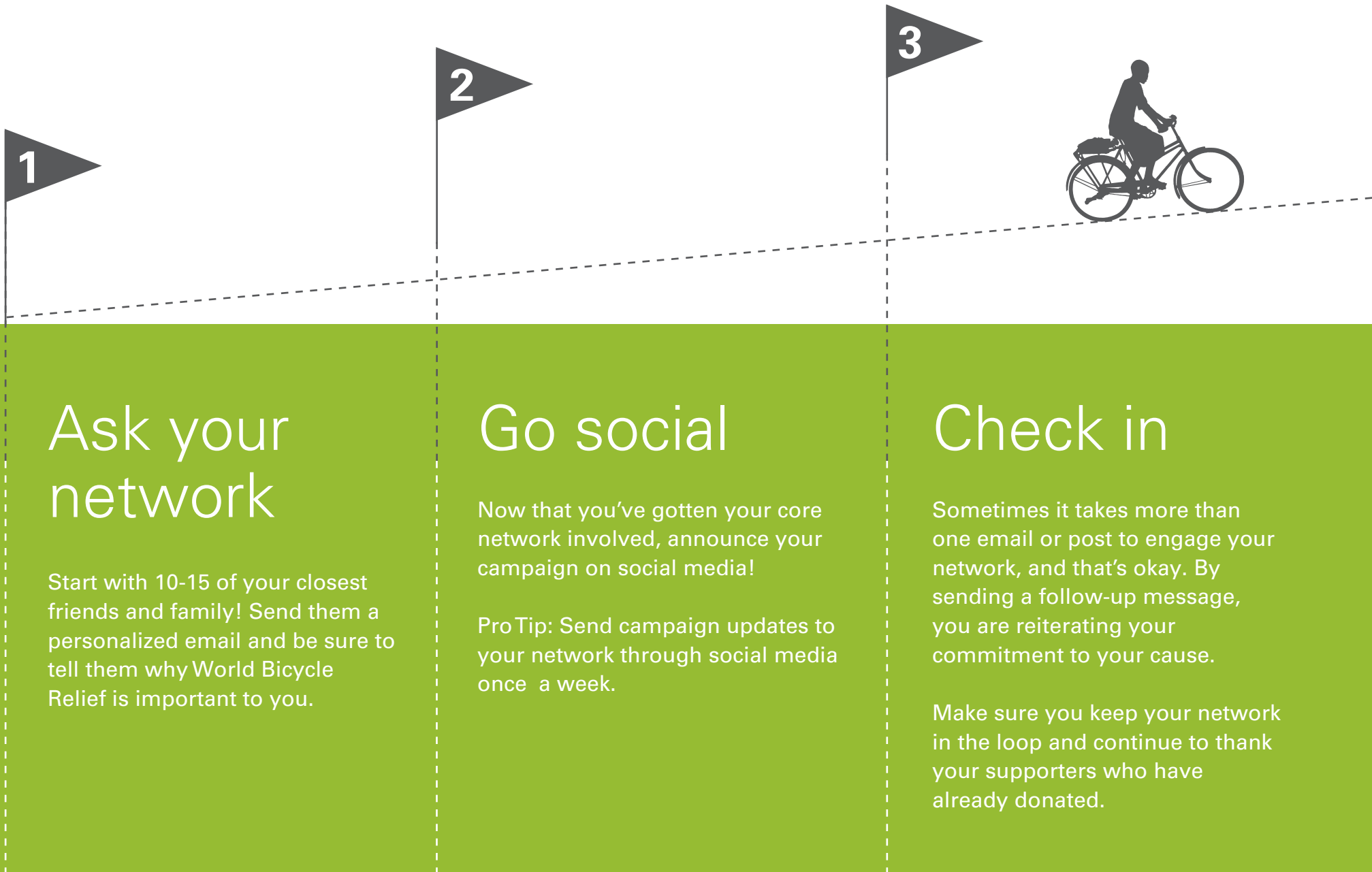
Why World Bicycle Relief? Tell people why you believe in The Power of Bicycles. Give specifics about the goals you hope to achieve through your efforts. Be sure to update your personal fundraising page with a personalized photo of yourself or your team.

Kick things off with your first donation



Jump start your fundraising campaign by making the first donation. Show your commitment with a personal donation in any amount. **Don't forget to check if your employer offers matching donations.**

GAIN SOME MOMENTUM



SHARE YOUR STORY

Social media is a great tool for building awareness.

Share your efforts and success once you have some momentum going.
Check out the tips below to get others to join your story.



Share your goal and individual fundraising page. Remember to tag World Bicycle Relief!



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 by next Friday? Every dollar 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' toward 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** 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 (\$147). It's up to you.



Remember, the results of your fundraising will mobilize 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.**

\$25

WHEELSET



\$50

MECHANIC'S TOOLKIT



\$147

BUFFALO BICYCLE



WRITER'S BLOCK?

Here are some sample messages for your outreach.
Don't forget to include your personalized link to your fundraising page!

twitter

With a simple tool, students in developing countries can access the education they need to thrive. Will you help me mobilize students with the @powerofbicycles? Donate to my fundraising page here: [insert your fundraising page link]

I'm halfway to my goal of raising [insert #] bicycles for the @powerofbicycles! Help mobilize students, health workers and entrepreneurs by supporting my fundraising campaign today [insert your fundraising page link]

For rural children, education is the great equalizer. But distance is a barrier. That's why I'm fundraising to mobilize students through the @powerofbicycles. Every donation counts [insert your fundraising page link]



facebook

I'm supporting @World Bicycle Relief to mobilize individuals through the #powerofbicycles. Help me provide students, health workers and entrepreneurs in developing countries with bicycles. Every donation makes a difference! [insert your fundraising page link]

@World Bicycle Relief provides bicycles to students in developing countries, giving them the tool they need to get an education and thrive. That's why I'm fundraising to mobilize students through the #powerofbicycles. Will you help me reach my goal? [insert your fundraising link]



email

I am thrilled to share that I am helping to change lives through the Power of Bicycles! I'm raising funds and awareness for World Bicycle Relief, a global nonprofit organization committed to helping individuals overcome the barrier of distance in developing countries around the world.

In areas where transportation options are limited, a bike is a life-changing tool that helps students increase attendance, improve performance, and show up ready to learn. Bikes also give communities access to healthcare and provide entrepreneurs and farmers the opportunity to improve their businesses.

Please consider supporting me as I work to transform lives through the Power of Bicycles. For the 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 \$147 puts a brand-new Buffalo Bicycle into the hands of a person in need. I hope you'll join us!

[Insert Fundraising Page]

Thank you for your support,
[Your name]

ONLINE RESOURCES

For more inspiration.



Our 2019 Impact Report >

Success Stories

[Bikes to Fight COVID-19 >](#)

[Women in Motion >](#)

[Students Mobilized >](#)

[Gender Equality >](#)

Videos

[Racing the Sun >](#)

[Education for All >](#)

[The Power of You >](#)

Photos >

Resources

[The Buffalo Bicycle >](#)

[Meet our Mechanics >](#)

[UN's Sustainable Development Goals >](#)

[Education Programming >](#)



*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 dedicated team to help answer your questions. Please feel free to reach out for any additional support.

World Bicycle Relief

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