

RIDE BIG. LIVE BIG.

Fundraise with Big Bike – Tips and Tools for Success

For Individuals:

Online Fundraising is the easiest way to reach your family and friends. They are also more likely to donate more since they are not limited by the amount of cash they have on them. Always include your fundraising page link and they can obtain an instant tax receipt.

Tips:

1. **Register Online** – you will get access to tools and email reminders on how to be successful.
2. **Set a Goal** - Make it challenging. Remember, reaching a stretch goal is possible if you have a plan in place.
3. **Personalize your fundraising page** – Add a photo and a few lines about why you are fundraising.
4. **Make a Self-Donation** – show your commitment by kick starting your fundraising efforts.
5. **Send out your emails to ask for donations!** – Let people know you are riding the Heart&Stroke Big Bike and hope to count on their support. It should be short - they can find out more on your personal fundraising page! You can use the emails provided in your Fundraising Headquarters or try this example:
 - *“Your donations can help thousands of Canadians affected by heart disease and stroke. Support me as I ride the Heart&Stroke Big Bike on **DATE**” (insert link to your personal donation page on the Big Bike website)*

Ideas to get you started:

- **Email/Email Signature** – send out emails including your fundraising link and use the example above as an email signature to let people support your fundraising efforts.
- **Social Media – let your networks know you are riding.** You can use the pre-populated message from your fundraising headquarters or write your message. Try and use photos/videos to let them know what the Big Bike is all about and let them know how far you are from your goal
- **Employee Corporate Match** Many companies offer this. Ask your company if it will match employee donations/fundraising efforts.

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For Teams:

Team Fundraising has many benefits. It boosts your team towards your goal, it takes the pressure off individual team members, and it is a fantastic team-building activity.

The team captain can take the lead on team activities or get help from a team member. We definitely recommend dividing up the workload to make it easier and more enjoyable.

Tips:

1. **Choose your activities.** At the start of the campaign, the team captain or a small committee of riders decide together which fundraising activities they want to run.
2. **Pick your leaders.** To evenly divide the workload, different riders or committee members can take charge of different activities.
3. **Set goals.** Set a fundraising goal for each activity. Once you have all your group goals set, calculate the totals with your anticipated individual fundraising to see if it all rolls up to equal your overall team goal. If it doesn't add up, consider adding in another activity or raising your individual fundraising goals.
4. **Advertise.** Make sure your colleagues and officemates know all the details so there are no excuses for not participating! Take advantage of e-newsletters, company intranet site, and inter-office e-blasts.

Ideas to get you started:

- **Jeans Day/Dress Red Casual days.** Send out a companywide email offering jeans/wear red every Friday for \$20 or jeans/wear red for the whole month for \$40 to help you reach your team fundraising goal quickly.
- **Pie in the Face.** Pick 3 executives and charge a few bucks each per vote to who wins. At the end of contest, select the highest fundraiser to pie the executive who was selected.
- **Internal Perks.** Hold auctions to win half a day off, or win the president's parking spot for a week.
- **Have a contest.** Either a trivia or baby photo contest, and to see if you can guess which baby picture belongs to which co-worker.

Remember, all riders must raise a minimum of \$50 to Ride. Following these tips will allow you to reach your individual and team fundraising goal.