

FUNDRAISING TOOLKIT



WORLD BICYCLE RELIEF

THANK YOU FOR YOUR COMMITMENT TO FUNDRAISE FOR WORLD BICYCLE RELIEF

We're here to make sure your fundraising journey is rewarding and impactful for both you and the communities we serve around the world. 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

1

Ask your network

Start with 10-15 of your closest friends and family! Send them a personalized email and be sure to tell them why World Bicycle Relief is important to you.

2

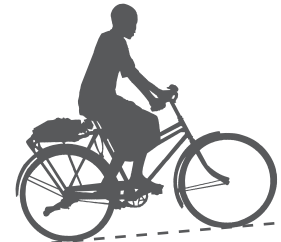
Go social

Now that you've gotten your core network involved, announce your campaign on social media! Pro Tip: Send campaign updates to your network through social media once a week.

3

Check in

Sometimes it takes more than one email or post to engage your network, and that's okay. By sending a follow-up message, you are reiterating your commitment to your cause. Make sure you keep your network in the loop and continue to thank your supporters who have already donated.



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.



Sometimes an inspirational story is stronger than a direct ask. Share stories about how community members are changing their lives with bicycles.

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 a small donation from many people. And you might ask some people to donate a larger amount. It's up to you.



** Values shown represent real needs and expenses in the field. Your gift will be used to provide life-changing transportation through our programs where the need is greatest: bicycles for those who would otherwise likely travel long distances on foot and building bicycle infrastructure in the areas where we work.*

Every Buffalo Bicycle is life-changing. Your contribution makes a difference.

\$165 USD / €147 EUR / £120 GBP / CHF 155 / \$215 AUD / \$205 CAD



Remember, the results of your fundraising will help mobilize individuals, families and communities in need across Africa and Colombia. Whether it's a single girl child, a group of healthcare workers or an entire community, **every donation makes a difference.**



WRITER'S BLOCK?

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

twitter

I'm supporting @powerofbicycles to mobilize people in need with life-changing bicycles. Help me empower students, health workers and entrepreneurs in low-income regions with the gift of transportation. Every donation makes a difference! [insert your fundraising page link]

On two wheels, communities across Africa and Colombia can change their worlds. Will you help me mobilize students, health workers and entrepreneurs through the @powerofbicycles? Donate to my fundraising page here: [insert your fundraising page link]

I'm halfway to my goal of raising [insert amount] for the @powerofbicycles! Help mobilize communities with bicycles by supporting my fundraising campaign today: [insert your fundraising page link]



facebook

I'm supporting @World Bicycle Relief to mobilize people in need through the #powerofbicycles. Help me empower students, health workers and entrepreneurs in low-income regions with life-changing bicycles. Every donation makes a difference! [insert your fundraising page link]

On two wheels, communities across Africa and Colombia can change their worlds through access to reliable transportation. Will you help me mobilize students, health workers and entrepreneurs through the @powerofbicycles? Donate to my fundraising page here: [insert your fundraising page link]



email

Subject: Together, we can make a difference with bicycles
Body: 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 in low-income regions around the world overcome the barrier of distance.

In areas where transportation options are limited, a bicycle can be 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 empower people with bicycles. For those in need, 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 [\$165 USD / €147 EUR / £120 GBP / CHF 155 / \$215 AUD / \$205 CAD] helps to put a brand-new Buffalo Bicycle into the hands of a person in need. I hope you'll join me!

[Insert Fundraising Page]

Thank you for your support,
[Your name]

ONLINE RESOURCES

For more inspiration.



Our Latest Impact

Success Stories

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[Wheels of Change study](#)
[Women on Wheels](#)
[15 Years Forward](#)

Videos

[The Comeback Girls](#)
[Education for All](#)
[Mechanics of Mobility](#)

Photos

Resources

[How We Work](#)
[Mobilized Communities](#)
[The Bike](#)
[Community Training](#)



*The Power of Community. 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

info@worldbicyclerelief.org
www.worldbicyclerelief.org

