

harbor
to
the bay



RIDE 2016
SATURDAY 9/17



FUNDRAISING TOOLKIT

A guide to fundraising created by AIDS Action Committee for its cyclists and crew. For more information, please contact events@aac.org or 617.450.1526.

OUTREACH

Email is an incredibly effective fundraising tool. In an email, you can share personal stories, facts about why the fight against AIDS is important, and links to your fundraising page. In addition to email, you can send a card or letter to reach those who want to give, but aren't getting email, tweets, and Facebook notifications.

SEND AN EMAIL

- 1 Decide who you're going to email. The more people you reach out to, the more likely you are to get donations.
- 2 Type out your message. Make sure there's a direct ask like, "Please donate now to support my efforts."
- 3 Read your message over. Have a friend read it, too. Is anything missing?
- 4 First send your email to a group of people you're sure will donate. This will boost your fundraising total, which excites potential donors.
- 5 Now that you've raised some money, email your full list. Thank people as they donate. Wait a week, then follow up with those who haven't given yet. They will!

SEND A LETTER

- 1 Draft the card or letter you'd like to send.
- 2 Include the reason you're participating. Whether you've been affected by HIV/AIDS personally or you're passionate about social justice, the reason will compel donors to give.
- 3 Don't forget to remind people that check donations can be mailed to us at the address on Page 4.
- 4 Follow up! Call or email whoever you sent the letter to about a week after you sent it, saying "I sent you a letter in the mail. Did you get it?"
- 5 Thank your donors who give via mail with a personal, handwritten note.

HOSTING EVENTS

Events can be big or small, and they happen all the time. You can choose to create your own Harbor to the Bay event, or incorporate your fundraising efforts into other happenings. Events give you a unique chance to address a group of people, energizing them around the cause.

PARTY FOR A CAUSE

- 1 Host an event where attendees pay a small donation in order to attend. Let them know how much they've helped raise by attending!
- 2 Try one of these event ideas: House Party, Potluck, Cook-Off, Benefit Concert, Yard Sale, Dinner Party, Barbecue, etc. Get creative! Ask a local gym to host a fundraising class, like spinning or zumba.
- 3 Ask local businesses for donations of gift certificates or products that you can raffle off or auction at your event.
- 4 Take advantage of holidays: Labor Day falls right before Harbor to the Bay! Get your friends and family together and host a barbecue or pie-eating contest.
- 5 Want more event ideas or advice? Contact our friendly staff (events@aac.org or 617.450.1526) for more help!



TIPS AND TRICKS

- » Make sure there's an easy way to collect donations, like a hat or bucket.
- » Give attendees options. Even if they don't want to donate in the moment, ask them to join your team or volunteer.

FACEBOOK + TWITTER

Facebook and Twitter aren't the only social media tools, but they are the most powerful for fundraising. On Facebook, you can reach family, friends, and co-workers. On Twitter, you can reach the world.

FACEBOOK

- 1 Create an event to invite select Facebook friends to support your fundraising. That way they'll get a reminder before Harbor to the Bay.
- 2 Follow AIDS Action Committee on Facebook so you can share our posts with your family and friends: facebook.com/aidsactioncommittee.
- 3 Sample status update:
I am riding in Harbor to the Bay this year for AIDS Action Committee. Every year, nearly 700 people in MA are diagnosed with HIV. Donate to connect them with a peer advocate and link them to care. [your fundraising URL here].

TWITTER

- 1 Make sure to always include @aidsaction, a link to your personal fundraising page, and the hashtag #H2B16.
- 2 Sample tweet:
Why #H2B16? In the US there's a new #HIV infection every 11 minutes. Join me in supporting @AIDSAction's work [your fundraising URL here]



TIPS AND TRICKS

- » Always include a link to your personal fundraising page. Use bitly.com to create a short URL.
- » Mix up the message. Keep things fresh.

QUESTIONS? We're happy to help!

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