



Fundraising Tips

People always want to make a difference; it's just a matter of asking them to lend a hand. So, reach out to your networks.

There are multiple ways they can help you fundraise.

When do I ask?

- > Early and often

Who do I ask?

- > Family members
- > Colleagues
- > Fellow gym goers
- > Fellowship group
- > Former classmates
- > Corporate matching
 - Take advantage of corporate matching gift programs. You or donors may work for companies that have a company matching program. Their donation could double if they take the appropriate steps with their Human Resources Department.
- > Friends
- > Neighbors
- > Fellow bike club members
- > Local businesses
- > Friends of friends and family

How do I ask?

- > Directly ask in person
- > Make a phone call
- > Send emails — personal emails or an email blast
 - Add a link to your fundraising page and Facebook, if applicable
 - Include photos to personalize the ask
- > Text or Facebook message
- > Hang your personalized Ride for Roswell poster
- > Post on any of the social media platforms you use, including:
 - Facebook
 - Instagram (with a link to your fundraising dashboard)
 - LinkedIn
 - X (formerly Twitter)
- > Host a fundraising event
- > Suggest an amount when asking and remind people that every dollar makes a difference

Should I use social media?

Social media is a great way to spread the word about your Ride and efforts to raise funds for cancer research. Here are some tips for making the most of social media for your fundraiser.

**Check out our fundraising blogs on rideforroswell.org.*

- > Once you've integrated your Ride for Roswell fundraising dashboard with Facebook, share your story and include a photo to personalize it. Consider the following:
 - Why are you riding?
 - Are you riding "In honor of" or "In memory of" someone?
 - What motivates you?
 - What is your fundraising goal? Why?
 - Have you kept your story direct and to the point or is it getting lengthy?
 - Will you donate to your own page? This shows you are invested in the cause.
- > Include your fundraising link for easy access to donate.
- > Tag people and thank your donors.
- > Engage with other people on social media.
- > Frequency! Post multiple times.

Thank every one of your donors! A personal thank you is a great way to maintain rapport with those who support you!

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