



PHOENIX, ARIZONA

# 2021 *FUNDRAISING TOOLKIT*



**BIKESFIGHT**  
POVERTY

PUERTO PEÑASCO, MEXICO







## WELCOME!

By registering for 1MISSION's Bikes Fight Poverty 2021, you've committed to so much more than just a bike ride. You are now part of a team that is dedicated to funding homes for families and are part of the solution to help end poverty. Whether this is your first year or you're a seasoned pro, we are so excited to have you join us. Together, we will help put more families into homes!

Fundraising will look a little different this year and that's okay! This fundraising toolkit is designed to provide you with some extra tools to help you generate the most donations for your campaign, even during these hard times.

We are confident that if you try a few of these tricks you will not only meet your fundraising goal, but beat it!

## TABLE OF CONTENTS

|                                 |    |
|---------------------------------|----|
| How Are We Making A Difference? | 2  |
| Set Your Goals                  | 3  |
| Find Your Audience              | 4  |
| Get Your Story Straight         | 4  |
| Make Your Ask                   | 5  |
| Secondary Outreach              | 10 |
| Social Media                    | 11 |
| Friendly Reminder               | 12 |
| Give Thanks                     | 13 |
| Fundraising Calendar            | 15 |



## How are we making a difference?

At 1MISSION we know that every dollar given represents the sacrifice and generosity of our donors. We take that seriously. So here's our commitment to you: 100% of every rider raised dollar will go directly to our projects and programs in the field!



While we're out fundraising, families are serving within their community to earn their home.

They're learning new skills, furthering their education, and impacting their community in a personalized way.

For instance, some communities repair their roads while others create street signs or learn malaria prevention techniques.

These families are active participants in their own development. Together, we are creating long-term sustainable solutions.

Visit our [Impact Page](#) to learn more.



## Now what?

You've made the decision to join 1MISSION's Bikes Fight Poverty event. Now what? It's time to shout it from the rooftops! It's also a perfect time to begin planning your fundraising strategy so you're able to meet your fundraising commitment. Here are a few things to help you get started.



## Set Your Goals

Bikes Fight Poverty is more than just a bike ride. This event is launched out of a desire to increase awareness about poverty and to raise funds for the families that are fighting it. This is truly a community fundraising effort that's possible because of your goals and experiences.

We encourage participants to challenge themselves by setting a stretch goal. Participants will not be held to their stretch goal but will be encouraged to hit and surpass their goal through incentives!

It's not uncommon to be motivated by due dates but when it comes to fundraising the sooner you start the easier it'll be! Try setting monthly fundraising goals for yourself to stay motivated and on track. Personal monthly goals can also be helpful when communicating with potential donors. See how on the [Friendly Reminder Page](#).

## Find Your Audience

As you begin your campaign, you have to keep one thing in mind and that is...Everyone is a potential donor! Create a list of all the people that you know, whether they're your best bud or a friendly acquaintance. Start by reaching out to your closest contacts and then make your way to distant ones. Some examples include:

- **Friends and family**
- **Current or former colleagues and classmates**
- **Your professional, volunteer or religious network**
- **Your social media connections**
- **Neighbors**



## Get Your Story Straight

Storytelling is a powerful tool that can attract and motivate potential donors. It can help them form an emotional connection to the cause and inspire them to take action. Now that you know who your potential donors are, practice telling your personal story. Ask yourself the following questions:

- **What does the Bikes Fight Poverty event mean to me?**
- **Why did I make the commitment to ride in Bikes Fight Poverty?**
- **What are my goals this year? Am I riding for the first time or trying to beat my fundraising total from last year?**
- **If a friend told me that their donation wouldn't make a difference, what would I say to them?**

You can also share the [More Than A House](#) video that shows how the families and riders are working together!



# Make Your Ask

Some of the most successful Bikes Fight Poverty fundraisers have one thing in common: THEY ASK EVERYONE they can for support in a very personal way. Don't put it off! From the moment you register for Bikes Fight Poverty it is time to start communicating with your potential donors!

You may be asking yourself, how can I ask potential donors for support during these challenging times? I don't want to come off as insensitive to what's going on. Feeling uncomfortable asking for donations in today's current environment is normal. People are amazingly resilient and even if someone is struggling, the opportunity to give may be what lifts them up. Don't say no on your potential donors behalf. Always ask with grace and allow people the opportunity to decline. Remember that even a \$10 donation provides a bag of cement and directly impacts the families that are struggling every single day.



Now it's time to write your first communication! Remember to maintain normal communication depending on the individual. Don't call your coworker if you always communicate via email and don't text your grandma if she only knows how to answer a call. A good fundraising email, text or letter should address the following questions:

- **What is 1MISSION and Bikes Fight Poverty and where does the money go?**
- **Why am I participating?**
- **What is my fundraising goal and how much progress have I made?**
- **How can a donor support me?**

We have sample emails, texts and letters available on the following pages. Once you have drafted your communication, it's time to send it! We recommend reaching out to potential donors multiple times because texts and emails can get buried. We also suggest at least four communications to your donors throughout your campaign. Check out some ideas on the following page:

# Make Your Ask



**Announce** that you've decided to ride in Bikes Fight Poverty. Share your story and why this cause is important to you. Don't forget to ask for support!



**Share updates** on your training and progress. Be sure to **thank** everyone who has already donated and offer a gentle **reminder** to those who haven't yet.



Following the Bikes Fight Poverty weekend, **share** all the great details of your experience. Send out **thank you cards** that include pictures from the ride to those who have supported you throughout your campaign.



Approximately one month after the build, 1MISSION will send out an email alert announcing the total amount that was raised by all the riders in the Bikes Fight Poverty event. **Share this awesome news with your donors** and remind them that none of it would have been possible without their support. At this time you can also **share specific impact stories about the families**.



## SAMPLE EMAIL

Dear [Insert Name],

I'm so excited to tell you about my decision to ride in 1MISSION's Bikes Fight Poverty event for the [Insert: First, Second. ..] time! I will be joining other cyclists as we ride together from downtown Phoenix, AZ to Puerto Peñasco, Mexico to raise awareness of the poverty that is so close to home.

Did you know that over 1.6 billion people live without safe and dignified shelter? That's 1 in 5 of us! That's why on February 20 & 21, 2021, I have decided to ride my bike over 200 miles across international borders to help solve this problem, and I'm asking for your help!

Please watch this video to better understand the amazing work that 1MISSION does: [Insert [More Than A House](#) Video Link]

I am responsible for raising my support in the amount of [Insert Amount] but I really want to raise [Insert Stretch Goal]. Please know that every single penny donated goes directly to the families who have worked so hard to earn their home and is 100% tax deductible for you. You can donate two ways:

- Online: [Insert Campaign Link]
- By check made out to 1MISSION. Please mail to 1 N. 1st St. #612 Phoenix, AZ 85004. Don't forget to write my campaign name in the memo!

Thank you for considering partnering with me and please let me know if you have any questions! I would love to tell you more about why this means so much to me.

Thank you,  
[Insert Signature]



## SAMPLE TEXT

Hey [Insert Name]!

I just signed up to ride in 1MISSION's Bikes Fight Poverty event! I am going to be riding my bike over 200 miles all the way to Puerto Peñasco, Mexico in order to raise awareness about poverty. I can't wait to take on this personal challenge while raising funds for the families that are in need.

Watch this video to see what I'm talking about!

[Insert [More Than A House](#) Video Link]

I am responsible for raising [Insert Amount] but I really want to raise [Insert Stretch Goal]. Please consider supporting me, every dollar raised will go directly to the programs in the field!

Click here to donate: [Insert Campaign Link]

Thank you!

## SAMPLE CAMPAIGN LETTER

Dear [Insert Name],

Did you know that over 1.6 billion people live without safe and dignified shelter? That's 1 in 5 of us! That's why on February 20 and 21, 2021, I have decided to ride my bike over 200 miles across international borders to help solve this problem, and I'm asking for your help.

I am partnering with 1MISSION, a community development organization that gives people in poverty the opportunity to earn a house by serving in their community. 1MISSION hosts an annual fundraising event, Bikes Fight Poverty, to help fund the homes in Puerto Peñasco, MX, Hermosillo, El Salvador and Nicaragua and I'm excited to be a part of it.

This ride is going to be hard. Riding over 100 miles a day and sleeping in a sleeping bag on the ground in a high school gym isn't supposed to be easy. HOWEVER, after seeing the conditions that the people around the world live in, I realized that it's nothing compared to what they go through every single day.

I am responsible for raising my support in the amount of [Insert Amount] but I really want to raise [Insert Stretch Goal]. Please consider supporting me and know that every single penny donated goes directly to the programs in the field while also being 100% tax deductible for you. You can donate two ways:

- Online: [Insert Campaign HTML]
- By check made out to 1MISSION. Please mail to 1 N. 1st St. #612 Phoenix, AZ 85004. Don't forget to write my campaign name in the memo!

Thank you for considering partnering with me. Please let me know if you have any questions, I would love to tell you more about why this means so much to me.

Thank you,  
[Insert Signature]

## Secondary Outreach

The best way to obtain more donations is to ask more potential donors for their support! If you feel like you have reached out to all of your close contacts, acquaintances and networks then it's time to grow your audience! Reach out to a close friend or family member and see if they're comfortable advocating on your behalf.

Send them this sample to make their advocacy even easier:

Hey [Insert Name],

My [Insert Relationship & Name] just signed up for 1MISSION's Bikes Fight Poverty event and is going to be riding his bike over 200 miles to Puerto Peñasco, Mexico! He's doing this to raise awareness and funds for the families that are living in poverty.

Here's a video that explains how he and the families are fighting poverty together: [Insert [More Than A House](#) Video Link]

[Insert Name] is responsible for raising [Insert Amount] and I wanted to see if this was something you would consider supporting! Whether you're comfortable donating a little or a lot, any donation goes a long way and 100% of every dollar will go directly to the programs in the field.

You can click here to donate: [Insert Campaign Link]

Thank you!



## Social Media

Remember, **EVERYONE** is a potential donor. What better way to grow your audience than to use the power of social media.

Consider using Facebook, Instagram, Twitter, LinkedIn, or any other social media platform throughout your campaign. These channels are a great way to ask for donations, recognize your donors, and share your story. Everyone will feel like they are a part of your journey and who knows, they may even decide to ride with you next year! Ready to share pictures can be found [Here](#).

Check out this sample facebook post:



### Facebook Post

1 hr · Mobile

I just signed up to ride in [Tag 1MISSION]'s Bikes Fight Poverty event! In February I will be riding my bike over 200 miles all the way from downtown Phoenix, AZ to Puerto Peñasco, Mexico in order to raise awareness and funds for those living in poverty. I can't wait to take on this personal challenge and I am excited to be a part of a long-term sustainable solution.

Check out this video that explains how the families and I are working together to fight poverty: [Insert [More Than A House](#) Video Link]

I am responsible for raising [Insert Amount] but I really want to raise [Insert Stretch Goal]. Please share this post so I can gain exposure and consider supporting me and the families that are working hard to earn their home.

You can donate here: [Insert Campaign Link]

Please reach out if you have any questions, I would love to tell you more about why this means so much to me. Thank you!

## Friendly Reminder

Throughout your campaign you may have potential donors pledge their support to you by saying something along the lines of, “I’ll give you a check the next time I see you”, but then they forget to follow through. That is why it is very important to send a friendly reminder to those who have pledged their support.

They may have put your request on their to do list and then forgot about it or your email may have gotten buried throughout the long work week. We’re all busy, and it happens!

So go ahead and send a gentle reminder:

Hey [Insert Name],

Thanks so much for agreeing to support my fundraising efforts! I’m so close to reaching my monthly fundraising goal of [Insert Amount], and your donation would go a long way in helping me reach my goal!

You can click here to donate [Insert Campaign Link] or you can make a check out to 1MISSION and mail it to 1 N. 1st St. #612 Phoenix, AZ 85004 with my campaign name in the memo.

Thanks again for partnering with me!

# Give Thanks

**Congratulations!** You're well on your way to meeting or even exceeding your campaign goal. Now it's time to have a little fun: THANKING YOUR DONORS.

Nothing is more important than taking the time to say thank you to those who support you throughout your campaign. Whether you create your own post card or send a genuine text, always take the time to thank your donors.

Here are a few sample thanks you's:

Dear [Insert Name],

Thank you so much for your generous donation! I am proud to share that 100% of your donation will go directly to funding homes for families in need. Thanks to you, I have now raised [Insert Amount] for families this year and am almost to my goal!

Many thanks!

Dear [Insert Name],

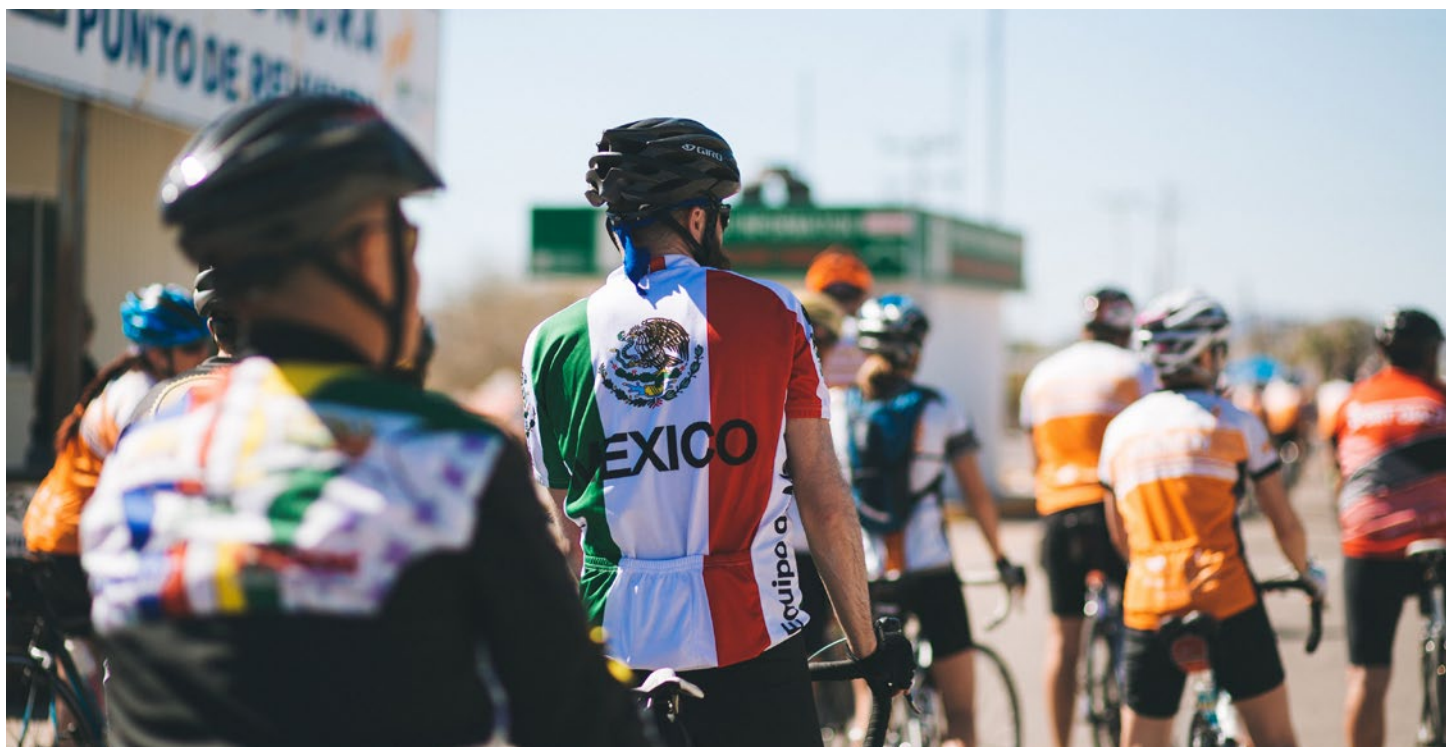
Wow! Thank you for being awesome and supporting my campaign. Because of your support we were able to make an impact in communities around the world!

This year we were able to raise [Insert Bikes Fight Poverty Grand Total] for families living in poverty.

Your support carried me across the finish line and I couldn't be more grateful for your donation.

Thanks again!





## Give Thanks

Each of our Bikes Fight Poverty riders have their own unique way that they like to say “**Thank You**” to their donors. Here are a few of their favorite ideas:



**Create personalized thank you cards with pictures from the ride.** This gives your donors a glimpse of the Bikes Fight Poverty weekend! **Shutterfly.com** is one of many sites that you could use.



**Keep a stack of 1MISSION thank you cards handy at your desk.** As soon as you receive a donation, write the thank you note that day. This way, they don’t pile up and get forgotten about!



**Some riders invite their donors to come help build a home with the Bikes Fight Poverty group.** This is truly an amazing experience your donor will never forget!



**If your donors decide not to join you on the build trip, create a personalized communication with pictures of you working alongside the family who earned their home.** This is an added touch to the proof report your donors will receive from 1MISSION.

# Fundraising Communication Calendar

You have 8 MONTHS to fulfill your fundraising goal. Don't put it off, be sure to give yourself plenty of time and start fundraising as soon as you register. **Remember this should be fun and fulfilling, NOT stressful.**

## JULY

- 7<sup>th</sup> Send out your first fundraising communication and don't forget to post on social media!
- 21<sup>st</sup> Remember, this is an exciting journey and challenge you're taking on and it should be a part of your day to day communication. If people ask you how your weekend was, tell them about the awesome event you're training for!

## AUGUST

- 7<sup>th</sup> Celebrate the response you received after a month of fundraising. Be sure to thank your donors, and start thinking about the next text, call or social media post you can do!
- 21<sup>st</sup> Feel like you've reached out to every friend, neighbor and acquaintance? See if some of your closest contacts will advocate or set up a meeting on your behalf!

## SEPTEMBER

- 7<sup>th</sup> It's time to get creative! Get your target audience excited to donate. Whether it's a poker tournament for a cause, or a raffle for a day at the spa, try hosting at least one event.

## OCTOBER

- 7<sup>th</sup> Post pictures from your training rides to remind everyone how much hard work you are putting in! Tell them that their support will help you cross the finish line.

## NOVEMBER

- 26<sup>th</sup> This is a good time to remind everyone how thankful you are for the living conditions and opportunities that we have. Post a picture of one of the **barrio houses**. Be sure to thank your current donors and remind your potential ones to not be a turkey and donate today!

## DECEMBER

- 1<sup>st</sup> Christmas is coming! Not sure what to ask for this year? Why not ask for donations towards your campaign instead of presents!
- 30<sup>th</sup> 2020 is coming to an end! What better time to remind friends and family that haven't yet donated that there are a few more days to get their 100% tax-deductible donation in.

## JANUARY

20<sup>th</sup>

Only one month until we ride! Send out another fundraising communication to those on your donor list that haven't responded and be sure to send a friendly reminder to those who have pledged their support.

## FEBRUARY

5<sup>th</sup>

This is the last week to get those donations in! Remember the fundraising deadline is February 12<sup>th</sup>.

20<sup>th</sup> - 21<sup>st</sup>

**BIKES FIGHT POVERTY WEEKEND!**

# Fundraising Milestones

There are countless ways that you can tie fundraising to major events, seasons, or holidays. Below are a few creative ideas!



### YOUR BIRTHDAY

Consider asking for donations instead of presents for your birthday this year. **Do you really need another pair of slippers or a sweater from your mom?**

### PUMPKINS FOR POVERTY

**October** It's fall and who doesn't love pumpkins! **Host a pumpkin carving party for your closest friends and family.** You provide the pumpkins, carving supplies, and spooky music. Create a 50/50 raffle with a \$20 minimum and the person with the most creative pumpkin goes home with half the pot. The rest goes to your campaign!

### TAILGATE PARTY

**September** Football season is well underway. **Host a tailgate party to celebrate your favorite team.** Ask your neighbors, family, friends, or even local restaurants to donate food and drinks for the event. Then charge admission to come and enjoy the fun. You can add backyard games like corn hole to create fun competitions and request donations for entry into a tournament.



### CHARITY TURKEY BOWL

**November** Who doesn't enjoy a little football around Thanksgiving? **Get your friends, family, and neighbors to meet at the park for some good ol' fashion flag football.** Set a small entry fee to play with 100% of the proceeds going to your campaign. You could even hold a raffle for some yummy pumpkin pies for extra donations. Added bonus: The winners of the pie don't need to spend extra time in the kitchen and you make a little more money towards your campaign.





## REINDEER RUN

**December** Host a Reindeer Run in your neighborhood. This can be a great family event to get everyone out and exercising. Have reindeer antlers and red noses available to help get everyone hyped up for the run. Set an entry minimum per person. Talk to local retail stores to see if they will donate gift cards to be raffled off and then every entry receives a ticket for the raffle. You can even allow participants to purchase additional raffle tickets if they wish. Who wouldn't like the chance at some extra cash for holiday shopping?

## CHRISTMAS CARDS

**December** Instead of just sending a nice picture of the family this year, talk about the exciting adventure you're on! Share how you are making a difference in the community and that they can be a part of it too. Be sure to include your campaign link to make donating easy!



## NEW YEAR'S RESOLUTION

**January** Everyone's made a New Year's Resolution to get in shape, so why not help them out. What better way to get in shape than to get on a bike? Your donors may not be up for joining you on your 200+ mile trek down to Mexico, but you can reach out to your local gym or cycle bar to see if you can host a spin class. This way everyone can hop on a bike to help fight poverty. Then you can ask people to donate to your campaign if they want to join you for the class.

## BIG GAME

**February** Who doesn't like a football pool around the Big Game? Ask your friends and coworkers who toss money in for the football pool to consider matching the same donation towards your ride. Maybe you will get lucky and the winner will toss you something extra!

**Have an idea?** Don't forget to share it on the [Bikes Fight Poverty Facebook group](#)! Sharing is caring.

# Creative Fundraising Ideas

We suggest that you try hosting at least one creative event to supplement your fundraising letters, emails and social media posts. Here are a few ideas just to get you started. Some may be a little easier than others.

---

## Easy Peesie Ideas

- ★ ☆ ☆ ☆ ☆ Enlist your friends to host a **bake sale, car wash, or garage sale** and have all the proceeds go towards your campaign.
- ★ ☆ ☆ ☆ ☆ **Host a breakfast at your home.** This is a great way to get up and tell your story as to what 1MISSION means to you and why you are riding. If you want help with 1MISSION signage, please let us know and we will try to accommodate.

---

## Legwork Required

- ★ ★ ★ ☆ ☆ **Poker for Poverty!** Host a poker tournament for your network of friends. Have a \$30 buy in, then split the pot with the winner.
- ★ ★ ★ ☆ ☆ **Bunko for Bikes!** Who doesn't like to get together for game night? Invite everyone you know for a ton of fun while playing bunko. Make sure you have enough tables and chairs. Oh and snacks, everyone likes snacks!
- ★ ★ ★ ☆ ☆ While the weather is still nice and everyone is out on their bikes, accept donations to tune-up your neighbor's bikes. **Bike maintenance skills required.**

---

## Big Effort, Big Reward!

- ★ ★ ★ ★ ★ Contact one of your **favorite bars or restaurants** and see if they are willing to donate a portion of their proceeds to your campaign. Then invite your crew for a night out!
- ★ ★ ★ ★ ★ Talk to your local gym to see if they'll donate their facility and **host a spin class** for those that can't make it on the ride with you! Request donations towards your campaign as an entry fee.
- ★ ★ ★ ★ ★ **Create 1MISSION swag!** Whether your friends are into stickers, water bottles or T-shirts you can use our logos to design and sell your own merch! All proceeds will go towards your campaign. Don't forget to have your design approved by reaching out to either Erin: [erin@1mission.org](mailto:erin@1mission.org) or Madison: [madison@1mission.org](mailto:madison@1mission.org).

# We're Here to Help

If you have read this entire guide, you're equipped to not only meet your campaign goal, but exceed it! We also have a designated fundraising coach to assist you with achieving your goals. Madison will be reaching out to you throughout your campaign, but please reach out to her at any time for support and assistance!

We are so excited to have you join us. Together, we're helping more families into homes!

## 1MISSION Website

[1MISSION.org](http://1MISSION.org)

## FAQs

[1MISSION FAQ](#)

[1MISSION The Ride FAQ](#)

## Campaigner Resources

[1MISSION The Ride](#)

[1MISSION Fundraising Resources](#)

## Videos to Share or Download

[1MISSION Resources](#)

[1MISSION Youtube Channel](#)

[1MISSION Vimeo Profile](#)

## Fundraising Coach

Madison Blackmon

Call: (602) 635-4007

Email: [madison@1mission.org](mailto:madison@1mission.org)

## Bikes Fight Poverty Contact Information

Email: [bikesfightpoverty@1mission.org](mailto:bikesfightpoverty@1mission.org)

Call: (602) 635-7500

