

Youth Bike Summit 2019

Guide to Fundraising



Prepare to Pack Your Bags!

Use these 11-steps to fundraise for your trip to the Youth Bike Summit:

- Step 1: Budget
- Step 2: Develop a Committee
- Step 3: Brainstorm Ideas
- Step 4: Create A Timeline
- Step 5: Roll Up Your Sleeves
- Step 6: You're On!
- Step 7: Thank Your Donors
- Step 8: Keep In Touch
- Step 9: Debrief
- Step 10: Start Planning again
- Step 11: Share Best Practices

Step 1: Budget

Figure out how much it will cost each person to attend the Youth Bike Summit in New York City. The budget should include:

- Registration fee (Early-bird: \$35 Youth / \$60 Adult, Regular: \$45 Youth / \$70 Adult)
- Travel (round trip travel and expense of traveling in the city)
- Lodging
- Food (meals are provided within the conference hours)
- Staff time (if relevant)
- Other: sightseeing expenses

Once you have this estimate, figure out how many people you want to bring and multiply each budget line by this ideal number of people. Some expenses may have cost savings when traveling in a group (For example, transportation costs are less per person when traveling in a group such as through carpooling and van rentals rather than bus, train or plane tickets). Once you have a budget, use the total as your target goal for how much money you need to raise in order to participate in the Youth Bike Summit.

Determine who is going to handle the money. It should be a non-profit or charitable organization so that donors receive a tax deduction. Preferably, the organization should have the ability to process online donations, since this is an increasingly important way to collect funds. PayPal and Network for Good are two popular services. You can also consider crowdfunding sites such as ioby, Indiegogo, and Kickstarter.

Step 2: Develop a Committee

You do not need to fundraise alone. In fact, when it comes to fundraising, the more the merrier! A group of people dedicated to the task of fundraising means that the work is divided up and that there is a higher chance that your strategy taps into a broader pool of talent and reaches a larger target base of donors.

To create a committee of people to raise money, consider inviting the following kinds of people to join you: other participants, relevant staff and board members of a sponsor organization, school principals and teachers, parents, cycling advocacy representatives, and local bike shop owners and managers. Also, invite anyone who wants to help!

Step 3: Brainstorm Ideas

There are many ways to raise money. Call a meeting with your fundraising committee and brainstorm ideas that work for your delegation. Here is a list of strategies to consider:

Appeal letter: Youth participants write a letter to hand out, mail or email to friends, family, teachers, after-school providers, and local businesses.

On-line fundraiser: iooby.org, indiegogo.com and kickstarter.com are online tools designed to circulate a project description or appeal.

Raffle: Come up with some good prizes such as a quality refurbished bike, a gift certificate for a bike from your program, gift certificates to local restaurants or to bike shop tune-ups. Then find a good event to piggyback on to sell your tickets and announce the winners.

Fundraising Party: If you are planning a party, here are few things to do:

- Decide where you are going to have a party, what food and beverages you are going to serve, who you are going to invite, what volunteer jobs are necessary and who will fill them.
- Create a budget on how much it will cost to throw the party. Ask people to make in-kind donations to cut down the cost. This means that instead of cash, a person might cook or a business might give you food so that you do not have to buy it.
- Make an invitation that clearly communicates why you are asking people to give you money.
- Suggest a ticket price that covers the cost of the party as well as makes money for your cause.
- You might consider creating a sliding scale or various ticket prices that reward the purchaser accordingly, but make sure that you do not go below your ticket price.
- At the party, have someone from the fundraising committee speak about the importance of your cause, your goal, what you propose to do and how much you want to raise and achieve your goal.
- Think about how to make the party cool or exciting: show a video, hold a fix-a-flat contest, invite a prestigious/famous person to speak and endorse your cause, etc.

Silent Auction: This is similar to a raffle, but offers another way to raise money at your fundraising party. Think about your guest list and think about what kinds of things they like. Using your appeal letter, go out and ask people or businesses to donate their goods and services in support of your cause. (Here is a sample list: **Goods:** a bicycle or bicycle accessories, jewelry, artwork, food basket product, outdoor equipment such as a backpack from an adventure store like REI or Patagonia; **Services:** bike tour, mechanic lesson, guitar lesson; **Gift Certificates** of any kind are versatile and therefore appealing). At the party, offer food and beverages, and invite people to bid on the donated goods and services that you have solicited. Encourage people to bid and win what they want so that it becomes a game and you earn more funds!

Social Entrepreneurship: This is a proven strategy whereby you sell something and dedicate 100% of the profits to fund your cause. Make the product relevant. Here are a few ideas. Have a design contest about the importance of cycling in your area and then sell t-shirts featuring the winner of the design contest. This raises greater awareness and engages people in your cause. Make a calendar with cycling or other relevant photos to sell at end of the year. Food is always a marketable item. Have bake sales or energy bar sales that are in line with the health benefits of cycling. If there is a locally produced health food, ask the company for support (i.e. Clif bar has a foundation that supports athletes and might be open to supporting cycling advocates).

Bike Wash: You have heard about car wash fundraising events, so why not host a bike wash? It will get a good laugh and will earn you some money too. Make sure to include a safety check, tire pumping, and chain oiling as part of the service! What's your idea?: Don't stop brainstorming. Learn about all the creative ideas your committee members know about and propose.

Step 4: Decide What to Do & Create a Timeline

Once you have brainstormed, decide which strategy to adopt. Your final decision may be a

combination of several ideas. For each fundraising activity, make a chart:

Fundraising Idea #1

Task Description	Start Date	Due Date	Responsible Personnel

Step 5: Roll Up Your Sleeves & Get to Work

The fundraising committee should figure out who is assigned to complete each task and ask everyone to report their progress back to the group. It is also helpful to set up a schedule of weekly or monthly meetings in advance, and stick to this schedule. There are online systems that make communication between members easy. Google Groups and Google Docs are good examples for chatting and posting a chart, but many other software programs are available. It may be useful for someone to volunteer to coordinate tasks, encourage people to participate, and keep things moving.

Step 6: You're On!

Whatever you choose to do, make sure you:

- Develop a comprehensive invitation list and outreach plan or marketing plan.
- Clearly communicate why you are raising money and how it will be used.
- Collect contact information for your volunteers and donors and save it in a spreadsheet or database.

Step 7: Track & Thank your Donors & Volunteers

Keep a list of contact information for everyone who donated money, goods and/or services. It is important to thank the people who have supported your cause. It is not just the right thing to do, it also serves a purpose. Donors may want to claim a tax-deduction and will need a thank you letter to prove that they made a donation to your cause.

Step 8: Keep in Touch with Your Donors & Volunteers

People who helped support you are interested in your project and how effective the trip to the Youth Bike Summit was. Post photos and a report of what happened at the Youth Bike Summit online and send all your supporters a link. Communication is the key to cultivating a donor base and will increase your chances of securing money from them in the future.

Step 9: Debrief

Your work is not done. It is important to meet after you have finished all of your fundraising activities. Hopefully, you have met your financial goal and it is time to celebrate. If you have not met your goal, it is time to make some hard decisions and adjust your budget. Either way, review your fundraising strategy and talk about what worked well and what did not work so well. Take notes on how to improve next year's fundraising Efforts.

Step 10: Start Planning Next Year's Trip

It is never too early to plan. For most of you, this is your first time raising money for the Youth Bike Summit and it means you only have a few months to act. Next year, consider starting the fundraising process as early as the spring or summer. Throughout the year, be on the lookout for good fundraising ideas to learn from and people to invite into the Committee.

Step 11: Share Best Practices at the Youth Bike Summit Fundraising Forum

During the Youth Bike Summit, make sure someone from your delegation shares the most successful fundraising schemes you developed. This is a great space to share stories of how you overcame your fundraising challenges and used creativity to make the big bucks. Use the forum as a place to generate new ideas for the next Youth Bike Summit.