

Fundraising Tips

by Denny Rodgers

Greetings,

Battle Against Hunger founder Chuck Inman has designated me as poster boy for the Battle Against Hunger to encourage those new to the ride. I got involved at age 57 with no experience at long distance biking nor with fundraising. I have been able to complete 4 rides and, more importantly, raised over \$30,000 to feed those in need.

There is nothing special about me. I have merely trained faithfully and followed the attached suggestions for fund raising that were developed by one of our parishioners.

I have attached my appeal letters in case something in them might resonate for your approach to potential donors.

It is wonderful to have you along for the ride this year.

Sincerely,

Denny Rodgers

609-883-5701

Dennvpennv@verizon.net

It is very important to stress that 100% of funds collected goes directly to the agencies that Battle Against Hunger supports. Many charities net less than 75% after administrative costs. The fact that you are paying all of your expenses underlines your dedication to your cause.

Riders & SAG (Support And Gear Volunteers) from the same church or synagogue might develop a joint appeal to their church/synagogue. Publicize through the newsletter and announcements at services. Pictures of participants with statements about why you are involved might help.

Get public notices with pictures in local newspapers.

Matching funds from corporations must be made payable to Battle Against Hunger. We now have our 501C.

Entice businesses by offering to include their name as a BAH sponsor in the church newsletter or public notices.

Expand your list of names to include your spouse's associations, tennis group, anywhere you volunteer, alumni associations, etc., etc. All of my banks, including the blood bank, support me. My mailman has taken up the cause and collects over \$100 each year from postal workers.

State your personal or team dollar goal so people have an idea how much you need from them to meet it.

The ride is symbolic. People will support you just because you asked. It doesn't matter if you ride 200 miles or 20 miles. Friends have told me I don't have to ride at all. I didn't last year due to an injury and collected over \$8,000.

SAG team members have just as much commitment as riders, so I encourage you to ask for support as well. Sample letter included.

GETTING STARTED

1. Develop your list.

Family
Extended Family
Friends
Co-Workers and Colleagues
Group, Social Club Members
Local Business People: Your Doctor, Your Dentist, Your Lawn Service
Guy (anyone who will recognize your name).

2. Write your pitch letter

Salutation: Dear Family and Friends

1st paragraph: Demonstrate your enthusiasm and commitment.

2nd paragraph: Educate the reader about your cause

3rd paragraph: Be specific in your request.

4th paragraph: Close the deal (assume you have their support).

Sign with a personal note: "Thanks for your support." "Thanks for helping me". "I know I can count on you!"

5. Set up a spreadsheet to track your returns

L Include a self, addressed envelope.

i. Double print address labels (for thank you letter)

WHY PEOPLE GIVE

- They believe in your mission and values
- Personal Involvement
- They want to help others
- They feel they have an obligation to help
- They want to help someone who has helped them
- Peer group pressure
- They want to be recognized (newsletter)
- They want to improve their community
- They respect the person who asks them
- Tax advantage
- Because they were asked!!!



BATTLE AGAINST HUNGER

Volunteer Fundraising

Getting Started

What to Do

- * Ask for money - straight out, every time you meet or write to a potential donor. It's easy to talk about the Bike Tour, but the donor will know you expect something more. Be up front about it and go ahead and ask!
- * Believe in your purpose. You are committing significant time to an outstanding cause: the battle to eliminate hunger. *Be sure you convey your energy and excitement to donors.* Give the donor concrete reasons for why you think your commitment will be a valuable experience for you personally as well as the many people you will help with donations. Your enthusiasm and commitment will help the contributor understand how important this is to you, and how valuable reaching the goals of your ride will be.
- * Learn about the problems of hunger in your County. Use our website www.battleagainsthunger.org as well as the websites of (Toni's Kitchen) the Trenton Area Soup Kitchen and the Trenton rescue Mission as a source of information about hunger for both you and your potential donors.
- * Suggest a specific amount to each donor. Donors will probably not know the amount you have pledged to raise, and will find it easier if they do not have to choose a number on their own. Do your homework and ask for an appropriate amount from each donor. Or ask for a certain amount per mile or a sponsor for a certain segment of the tour.
- * Remember, people want to support you and many don't know how they can help. Giving money is a mutually rewarding experience. You benefit from the funds and the sponsor benefits from the satisfaction of supporting a worthy cause. Draw your donor into the experience. Many volunteers find that their donors are excited about *the opportunity to get involved in something they themselves never had a chance to do.*
- * Have fun! Raising funds should bolster your enthusiasm, not detract from it!

What Not to Do!

Don't wait. It takes more time than you realize for people to think about your request and make the decision to help you. Start now!

LETTER WRITING TIPS FOR FUNDRAISING

- Keep your letter to one page. You can include a pledge card but it's not necessary.
- You can write a form letter, addressed to family and friends, but personalize each salutation.
- In your opening paragraph, try to communicate your enthusiasm for what you are doing:
- "This has been a personal goal for many years and I am finally having a chance to accomplish it."
- Remind the reader that all of their contribution supports a charity and is totally tax exempt.
- Educate the reader about the cause.
- Be specific about your dollar request. Suggest a fixed amount per mile, or ask for their support for a specific length of the tour — 10 miles, 25 miles, 50 miles, etc.
- **Don't beg, don't apologize!** You are providing friends and family with an opportunity to both support you in undertaking a challenge and to support an important cause.
- OPTIONAL Enclose a self addressed (stamped) envelope.

SAMPLE ASK

Dear Friends in Christ,

In this new **year Of 2004** I am happy to say that I have been introduced to and am excited to support a group of caring servants who have made it their personal resolution to help end the Battle Against Hunger!

In 2003, at Saint Matthew's Church in Pennington NJ, members of the PLG were praying on a new and innovative way to engage in God's mission to help others. The desire to incorporate all of God's blessings into a fundraising event that directly impacts our needy brothers and sisters led to The Battle Against Hunger Bike Tour.

The Battle Against Hunger Bike Tour participants can pick from many different skill levels. Riders pay one registration fee for participating. Monetary pledges that the riders solicit are presented to the various agencies in each area that support the group's mission to end the Battle Against Hunger. 100 % of ALL pledges received will benefit our needy citizens! This year the riders will be departing from Pennington NJ and traveling to Gettysburg, PA. Beautiful scenery, enlightening stops, wonderful fellowship along with a sense of fulfillment help to make this a most rewarding experience for all levels of tour participants.

Can you Imagine the impact if each Parish in our Diocese were to sponsor a rider for The Battle Against Hunger bike tour! If unable to sponsor a rider there are many other ways to participate. Spread the word among your parishioners. Generate excitement to join us on the ride, as a volunteer, or in support of our fundraising efforts. Let us join together in God's service and ride together in the Battle Against Hunger.

I want to thank all of the servants of God that continually give of their time and resources in the never-ending battle to help our fellow brothers and sisters. I pray that each of you will be able to find some time in your already busy and hectic schedules to become a part of this wonderful mission.

The Battle Against Hunger's Coordinator, Chuck Inman Jr. welcomes all inquiries! He is available to speak to your congregation to explain the tour options at your request. You can reach Chuck at 732-718-0883 or at cpicpa@comcast.net. You may visit the website at www.battleagainsthunger.org

Come ride with me...

—

Faithfully yours

SAMPLE ASK

Dear Family and Friends:

This year, I'll be spending my vacation far away from Green Island, Maine, facing the challenges of village life in the rural Dominican Republic. In late May I travel to _____ with the _____ = project, which provides primary health care to village families. This experience will be the culmination of my graduate program as a nurse practitioner and will test both my clinical skills as well as my Spanish! Primary health care is in short supply in this part of the world and for many children this may be their first experience with a health professional since birth.

During the two weeks I expect to see and treat more than 100 children. The cost per child is about \$25 and will cover not only my cost but the cost of medical supplies which we will leave behind in clinics as well as some treats for the kids like crayons and coloring books. I want to ask you to join this project in caring for some of these children - one, two or as many as you can afford. The more funds I raise, the more benefits I'll be able to provide to these children..

Your contribution should be made payable to _____ and is fully tax exempt. I plan to take my laptop and will send you an email update on where we are and what we are doing. (hook)

Thank you so much for considering joining me in this adventure. Knowing you all support me means a great deal.

Battle Against Hunger 2005

St. Matthew's Parish Life Guild, 300 S. Main Street, Pennington, NJ 08534
www.battleagainsthunger.org

I bought a new bike and gear, so I'm now really styling
But when I ride the hills, I still ain't smiling

Cause I lost over two months of training
Had an umbilical hernia from too much straining

My "innie" became an "outie", so I had it fixed
Now I'm all mended and up to old tricks

Won't break any speed records, **but I'll just be pleased**
If I can hold up on these 58 year old battered knees

Hope you'll support me along the way
For my goal is to raise over \$5K

September 9 and 10th we'll ride almost 200 miles
The effort is worth it when we see the smiles -

Of the folks at TASK and the Rescue Mission If
we raise \$50,000 to provide money gone missing

I continue to volunteer at the Trenton Area .Soup Kitchen, and Penny and I collect items for The Rescue Mission. We can personally vouch for the great work both organizations do. They are facing unprecedented demand for food at a time when corporate and personal donations are dwindling ("money gone missing").

I will ride about 800 miles total and Penny has volunteered again for the Support & Gear (SAG) team. Please help *us* along the way by making a donation. Send your check, made payable to Battle Against Hunger, to us at 18 Blackwood Drive, West Trenton, NJ 08628 **or charge your donation by visiting the website and clicking on "support a rider"**.

I will have the names of our supporters inked on my Battle Against Hunger shirt to remind me that you are with me on the ride. Commercial sponsors will also be acknowledged in the St. Matthew's newsletter.

Please help out in another way. Pass this letter on to everyone that you think might find this effort worthwhile.

Thanks for your support,

Denny & Penny Rodgers

Penny & I pay all of our lodging & meal costs so 100% of your donation will benefit these charities.. If you are already sponsoring another rider, thanks. I do not expect you to sponsor me as well.

Battle Against Hunger 2006

St. Matthew's Parish Life Guild, 300 S. Main Street, Pennington, NJ 08534

www.battleagainsthunger.org

I'm now 59 - not getting any younger But I plan to
bike again for The Battle Against Hunger

Last year it was a hernia, this year it's my knee Got a
good doctor and pain meds - don't worry about me

We riders began 800+ miles training early in Spring So
that, come September, we can do our thing

Two hundred miles in less than 48 hours
Along beautiful by-ways and up hills that tower

Penny will be there, providing nourishment, gear and support At
the end of each mile segment, she'll give her report

That all of the riders made it unharmed And
where there is danger, she'll sound the alarm

The satisfaction is tremendous, but it's not about us
There's no one who's famous, so why all the fuss?

If you could just meet the Rescue Mission friends that we serve
You'd understand what gives us the nerve

John, Mike, Ken, Rodney, Jim, Ron, Jonathan and Dave
Because of "The. Mission" all have been saved

There they were given not only drink and some bread
But a chance to recover from destructive lives that they led

There're also the souls from the soup kitchen named TASK
Who despite working two jobs, for food have to ask

Because minimum wage just won't pay the rent.
Into the high cost of living they can't make a dent

Please join us in spirit if you can't make the ride Our
goal is \$6,000, which might just turn the tide

Send your check, made payable to Battle Against Hunger, to us at 18 Blackwood Drive, West Trenton, NJ 08628 or charge your donation by visiting the website and clicking on "support a rider". We pay all of our expenses, so 100% of your donation goes to these two organizations.

Please help out in another way. Pass this letter on to everyone that you think might find this effort worthwhile.

Thanks for your support.

Denny & Penny Rodgers

Battle Against Hunger Bike Tour

Gettysburg, PA to Trenton, NJ

September 12-13, 2009

www.battleagainsthunger.org

200 miles in two days, not sure if I can go the distance
If I can't it won't be for lack of persistence

Suffering since last August with nerve damage to the toe
I've tried almost everything to make it a go

Cortisone shots, acupuncture, PT, and an orthotic device
If I can complete my 5th ride, it sure would be nice

If the pain persists, I'll go under the knife
Then I'll work SAG (support & gear) with my lovely wife

Please support us and over 20 riders who will make this arduous trek in support of
The Trenton Area Soup Kitchen and The Rescue Mission of Trenton.

The ride symbolizes our commitment to eliminating hunger from people's lives.
We have seen first-hand, how, with just a little help from these organizations,
people have been able to overcome tremendous obstacles. We are privileged to
now count several of them as friends.

Penny and I hope to raise over \$7,000 toward the team goal of \$50,000. Please
"join" us on the ride by mailing a contribution, made payable to the Battle Against
Hunger, to us at 18 Blackwood Drive, West Trenton, NJ 08628. You may also
charge your donation by visiting the website and clicking on "support a rider".

**We pay all of our expenses so that 100% of the funds collected will reach these
two wonderful organizations.**

Thanks for your much needed support,

Denny & Penny Rodgers

OVER Please ->

PS You can help in other ways:

By applying for Matching Funds from your employer (**make check payable directly to either TASK or The Rescue Mission**) Call us at 609-883-5701 for instructions.

And/or

By enlisting friends and relatives to contribute.

NOTE:

We have reversed the traditional direction of the ride so that riders can elect to participate for 100, or 25 miles rather than the entire 200 miles

Please join the ride or plan to welcome us home and enjoy the gala festivities. We will arrive at Cadwalder Park in Trenton at around 5:00 PM on September 13.

See the website for more details.

SAMPLE SAG LETTER

Battle Against Hunger Bike Tour Gettysburg, PA to Trenton, NJ September 12-13, 2009

Dear NAME

On September 12th & 13th I will serve as part of a Support And Gear (SAG) team for over 20 riders who will bike 100 miles each day to raise funds for **The Trenton Area Soup Kitchen and The Rescue Mission of Trenton.**

Personally, I think they're crazy, but this arduous trek symbolizes their commitment (and mine) to eliminating hunger from people's lives.

We have seen first-hand, how, with just a little help from these organizations, people have been able to overcome tremendous obstacles. We are privileged to now count several of them as friends.

I hope to raise over (AMOUNT) toward the team goal of \$50,000. Please "join" us on the ride by mailing a contribution, made payable to the Battle Against Hunger, to me at (ADDRESS). You may also charge your donation by visiting the website and clicking on "support a SAG".

We pay all of our expenses so that 100% of the funds collected will reach these two wonderful organizations.

Thanks for your much needed support,

PS You can help in other ways:

By applying for Matching Funds from your employer (**make check payable directly to either TASK or The Rescue Mission**) Call me at (NUMBER) for instructions.

And/or by enlisting friends and relatives to contribute.

Other Fundraising Ideas

1. Create an Event:

Organize a neighborhood garage sale with the proceeds to support the Battle.

Have a party or a barbecue with a biker theme; ask for a donation from everyone who attends.

Have a deck party with attendees voting with contribution for "best deck".

2. Group Fundraising:

Three monthly events at the Pennington Market. May, June and July or Saturdays.

Other possibilities?

3. Get your children involved:

Possible school class event: balloon day

A week without desserts.

4. At work:

Sponsor a "Battle Day" with donuts for contributions

Leave a "Battle" Cruiser mug in the Break Room