



# Asking for Donations

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2023 Ride to Thrive Resource

# HOW TO GET THE **Yes!**

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Here's how you can encourage people to support your Ride to Thrive event:

## ✓ **Setting up.**

People often appreciate some direction – especially if they haven't donated before. Recommend varying amounts that they can give and personalize your Ride to Thrive event, so you can make a memorable, user-friendly donation page.



## **Decide on a fundraising goal.**

Set a reasonable initial goal of \$200-\$500, achievable for your friends, family, neighbours, and colleagues. Be sure to monitor your progress and increase your goal when you've reached or surpassed it!

## **Personalize your donation page.**

Put a face to your fundraising – you can be proud of your efforts to impact children's lives. Upload a photo of yourself, along with a passionate message, to personalize your page.

## **Make a self-donation.**

Your Facebook fundraiser lets you kick-start your fundraising with a self-donation to your church or individual page, which shows potential donors your commitment to the cause.



# Be Enthusiastic!

## Share on social media.

Update your friends and family on your progress using the hashtag #RideToThrive. Share your personal #RideToThrive story with a link to your Facebook participant page.

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# Follow up!

## Reach out to your friends and family.

Send personalized emails and text messages or call your friends and family. Explain why the Ride to Thrive is important to you and share your fundraising goals and progress with them.

## Thank your supporters.

Every like, share, and pledge go a long way, so remember to show your appreciation. After your ride, include an update with pictures and/or videos to express your gratitude to those who followed along.