



# Fundraise for Trips for Kids Marin

Thanks for your interest in fundraising for Trips for Kids Marin! We deeply appreciate your help in furthering our mission and helping get more kids on bikes! In this document we will outline some tips and tools to make your Trips for Kids Marin fundraiser as successful as possible!

## Fundraising 101: Create a Fundraising Plan!

- Start early! Have a set plan and clear goals before you launch your fundraiser.
- Set an example and make the first donation to your fundraiser / project.
- Make a list of people you plan to ask to contribute. Write an estimated donation amount next to each contact on your list - this will help you set your fundraising goal. Prioritize your list and try reaching out to close friends and family first.
- Don't be afraid to go for the big ask. Don't just ask for \$10 or \$20, ask for \$50. You may get \$50, or you may get less, but if you only ask for \$10, that's probably all you will get!
- Set achievable but specific goals. We recommend setting weekly goals or tasks for yourself to make sure you are keeping your audience engaged and spreading out your asks.



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Check out a sample plan outlined below:

Date	Task	Notes	Done
Fundraiser Launch day!	Email friends and family about the fundraiser	Share your story and connection to TFKM Marin	
Fundraiser Launch day!	Post on social sharing the fundraising page	Pin to the top of social media page	
4-5 Days After Launch	Give an update on your fundraising and set a goal for the week	Create a post with the goal "Thank you to all who have given so far - will you donate and get us to \$250 by Sunday?"	
Halfway Through Fundraiser	Give a halfway point update	Post "I am halfway through my fundraiser and just \$xx short of reaching my goal; will you pitch in today and help?"	
Week Before End of Fundraiser	Send an email to friends and family	Give an update on date/time the fundraiser will end	
Last 3 Days of Fundraiser	Post at least once a day on social media	As you get closer to your goal, give frequent updates "We are \$xx away from helping get more kids on bikes!"	
Day After Fundraiser Close	Send a thank you to donors	Let them know how much you were able to raise and how they can stay involved	



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## Fundraising 102: Starting Your Fundraiser

### Create a peer-to-peer fundraiser on our website.

- Visit the "Fundraise For Us" page on our website.
  - Click the link to "Become a Fundraiser". It will direct you to our Flipcause site.
  - Select "Become a Fundraiser" on the Flipcause site.
  - Follow the prompts to set up the fundraiser.
  - You can fundraise as an individual or set up a team and invite others (choose this option if you are doing a marathon or biking fundraiser).
  - Personalize the fundraiser with your story and connection to Trips for Kids Marin.
- Spread the word to your network of friends via social media and email.

### Create a Facebook Fundraiser.

- Head to [facebook.com/fundraisers](https://facebook.com/fundraisers) and follow the directions.
- OR create a new post on Facebook and take the following steps:
  - Click the "Support Nonprofit" button in the post pop-up window.
  - Enter "Trips for Kids Marin" in the search field.
  - Choose whether you want to post to your News Feed, Story, or both.
  - Facebook Fundraisers are public, and will appear on Trips for Kids Marin's main page. Only people on Facebook can donate.



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- Set a goal and end date - try to give yourself at least 30 days!
- Write a short post explaining why you're fundraising for Trips for Kids Marin.
  - Example : Hey Everyone! For my birthday this year instead of asking for gifts, I am asking that you donate to Trips for Kids Marin! They are an amazing non-profit that gives underserved kids amazing cycling experiences like riding out on Mount Tamalpias and out a China Camp State Park. I have volunteered with them before as a ride leader and I can tell you even just a small donation will turn into a huge smile!
- Once your fundraiser ends, Facebook will process all the funds you raise -you don't need to do anything else! Make sure to thank all of your supporters!

## **Create a GoFundMe Fundraiser**

- Creating a GoFundMe campaign is a free, simple way to have a fundraiser for Trips for Kids Marin.
- GoFundMe does not charge users a platform fee, however, payment processors like WePay and PayPal charge recipients a standard processing fee (2.9% + \$0.30 per transaction). This ensures that funds are transferred safely. These fees are deducted from the donation total. So if someone donates \$100, the processing fee would come to \$3.20 (\$2.90 plus \$0.30).



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- Create a GoFundMe account with your Facebook profile or your email address.
  - Set your goal amount - most campaigns have a goal of \$1,000.
  - Create a campaign title.
  - Select “Nonprofit or organization” under “Who Are You Raising Money For”.
  - Search and select “Trips for Kids Marin”.
  - Enter your zip code.
  - Under Category, select “Youth Activities”.
  - You can choose to fundraise as an individual or as a team.
  - Choose an image from our Media Kit .
  - Customize the “Tell Your Story” section with your personal connection to Trips for Kids Marin.
  - Launch your fundraiser! Make sure to share the link to your GoFundMe on social media!

## Fundraising 103: How To Ask For Donations

- We know: asking for donations can be scary!
- Just remember: you’re asking them to donate to a cause; you’re not asking them to give you money.
- Put together a 30-second “elevator pitch” and prepare a response to some possible questions donors may have.



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- Example: Hi! My name is \_\_\_\_\_ and I am raising money for Trips for Kids Marin, a non-profit that provides transformational cycling experiences for underserved youth. When I was young, I remember riding my bike felt like freedom. I felt like I could go anywhere and do anything. With this fundraiser, I am hoping to give this same feeling to another generation of kids. Would you help me reach my fundraising goal of \$1000 dollars to get more kids on bikes?
- Make it personal! Talk about your own experiences with Trips for Kids Marin and what being out on the bike trail means to you. If your friends and family understand your motivation behind fundraising, they're more likely to help.
- Don't be afraid to turn the tables and ask questions. Asking people if they ride is a great opening!
- Ask for a specific amount. Take the pressure off and don't make people second guess. You know what you need to achieve your fundraising goal. Always aim high - supporters may or may not donate, but it should be on your terms.
- Thank your supporters! Send them a personalized thank you in recognition of their donation. If you need any templates or ideas, reach out and we will be happy to send a few samples to you.