

Fundraising it's about helping those that need us..... Here is the HOW To's...

1. **Be you** – When fundraising remember those will support you because of who you are. If you believe in the cause, they will too. Asking them to support you and the organization because you believe in it and you have seen those that have been helped will give confirmation of the need.
2. **Planning-** Create a time line and make plans. Try to think out of the box and be creative. Follow our Group Facebook page for ideas or drop us an email at pinkribbonriders@yahoo.com and let us know what you need help with.
3. **Pick a start date and commit.** Start early, don't wait till last minute. Let your potential donors know that you have a start date and an end date when donations need to be to you by.
4. **Talk/ Educate** those that you ask a donation from
 - Facts from Pink Ribbon Riders/ Mission statement- Include on your fundraising emails.
 - Include a few sentences WHY YOU are doing the event and why it is important to you that you are asking them for a donation.
 - Do you have a personal connection that you can share?
5. **Make potential donors aware of the benefits of contributing.**
 - Donations will help both men and women in your state that are fighting breast cancer
 - Patients receive \$500.00 when they apply to the PRR program for any needs they have while battling.
 - Donations are tax deductible. If you are using the Pink Ribbon Riders fundraising page that you set up, your donor will receive a receipt automatically.
6. **Follow up:** Check in with your initial ask's. Whether it was a written letter, email or verbal ask. Follow up with a gentle reminder that you are still working towards your goal.
7. **Contacts/ Ideas**
 - Send your donation asks to friends, family, co-workers. Or if you have business contacts, vendors and are able to, share with them too. And you can ask if they can not make a donation, would they help share to someone they know.
8. **Think BIG – we often under cut ourselves.** Your donors may have different thoughts about how much they want to donate. Ask big.. don't start small. People will give what they want/ or can. But if you set an amount low, it is less likely to have someone give over.
9. **Business Ask's** – Don't be afraid to share your ask to businesses that you shop at or service businesses. Businesses often will donate as it is good for them too!

10. **Reminder's for you** - Set some calendar reminders for you to keep yourself on track. Life gets busy and setting yourself a few reminders will help you stay on track. And if you get behind, ask a friend that may want to help because of the cause too! Someone may not be able to come to the event with you, but would love to help raise a few dollars!
11. **No matter what happens, think about the good you are doing.** Whether you raise a few dollars extra or hundreds of dollars it is more than we had before you started. Fundraising is tough now a days, we recognize that. Stay positive and keep your head up. You are making a difference for someone who really needs us all. For every no you receive there is someone that will say YES. You have to keep asking....
12. **GOOD TO KNOW'S** - A check that a person or business writes:
- **Make checks out to:** Pink Ribbon Riders
 - A check is also a receipt. They can keep a copy of it. You never write a receipt on behalf of the organization.
 - Checks over \$100.00 will receive a receipt from Pink Ribbon Riders.
 - Write your name on the empty line of the memo area
 - Do not take a check from someone you think will bounce it! 😊
 - Only accept checks that have the donors current address on it.
 - Please take a phone number if you do not know the person very well.
13. **Lastly – Thank you's** - Whether you email, send via post office, make sure to acknowledge your donors with a thank you note in some form. Social media is a great way to do a mass thank you, but remember not everyone is on social media or they may not see it. It has been also suggested to send an update from your goal reached at your half way mark of fundraising. A Thank you / update half way thru may encourage the person that didn't donate at your first ask , to do so then. Everyone has different times that are right for them when they can give or not.
14. **When you think nope that's not going to work** – Yep, that's when you do it! More fundraisers are surprised by a donation when it was the least they expected. Or from a person or business they never thought would donate. You do not know until you ASK!
15. **Can you use the Pink Ribbon Riders logo?** There is a specific logo for you to use as a participant of an event for Pink Ribbon Riders. We ask that you do not use the organization logo. Please email and let us know you would like to use the “PROUD supporter of Pink Ribbon Riders logo.
16. **Reproduction/ Products/ Clothing** - We ask that no clothing or merchandise is produced without the permission of the organization as there are federal taxes that get involved and you are not permitted to resell products without licenses.



We are here to help, and together we will help more patients the more we raise together. Email if you have questions: pinkribbonriders@yahoo.com - SUBJECT- HELP with Fundraising