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**RIDE 4  
RECOVERY**

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# FUNDRAISING TOOLKIT

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# WHO DO YOU KNOW?

We find that successful fundraisers are those who feel comfortable reaching out to their family and friends for support. They will want to help you because this cause is special to you! Filling out this worksheet might help you gear up your memory!



## MAKE A PHONE CALL TO

Parents	Brothers-in-law
Sisters	Aunts/Uncles
Sisters-in-law	Cousins
Brothers	Children
Nieces/Nephews	Grandparents

## SEND AN EMAIL TO

Accountant	Landlord/Manager
Attorney	Real estate agent
Babysitter	Physical therapist
Dentist	Physician
Chiropractor	Wedding Planner

## SEND A LETTER TO

Pet Groomer/Vet	Supermarket
Drycleaner	Manicurist
Florist	Gym/Yoga
Barber/Stylist	Pharmacist
School	



## OTHERS YOU MIGHT CALL OR EMAIL:

College friends	Children's teachers
Fraternity friends	Neighbors
High school friends	Parents friends
Social Media friends	Former co-workers
Children's Friends	Coaches

## MAYBE YOU KNOW PEOPLE FROM:

Work	Coffee house
Bowling League	Camp
Gym or yoga	Golf Course
Childcare	Favorite Restaurant
Place of worship	

# DON'T FORGET...

**You can make a donation too!**



## HOW TO WRITE A FUNDRAISING LETTER

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Now that you've set up your personal website and you have a plan of attack, it is time to get fundraising! Here are a few tips to help get your wheels spinning!

1. Create a list of EVERYONE you know using the above list. Don't say "no" for anyone by assuming that they can't or won't support. You can let them decide, by sending an email or letter.
2. Ask. Include a call to action. Don't just tell them what or why you're participating in Ride 4 Recovery. Ask for their help. Be sure to include your personal fundraising goal, and utilize the pledge form.
3. It's all about personality! Individual/personalized emails are better than mass emails to everyone. Write a short personal note on handwritten letters.
4. Give it some heart. Let them know that this cause is special to you. Steer clear of including too many facts and figures, work to make it relatable and personable. Maybe a personal story or testimonial.
5. Make it easy to donate. Include your personal fundraising page, and pledge form.
6. Set a deadline. People are motivated by deadlines. Setting a deadline helps in assessing your fundraising goals.
7. Send a reminder. Keep track of those who send donations. Include fundraising updates in your reminder to those who haven't given. "It's going great, but we still have a little farther to go".
8. Thank you, thank you, thank you! You know a thank you goes a long way. Be sure to send a sweet note, thanking those who donated.

## YOU CAN ALSO..

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Host a variety of fundraising events that are fun, and engaging and work to spread the purpose of Ride 4 Recovery and its mission.

- Have a bake sale
- Matching gifts
- Social Media Help
- Luncheons
- Ice Cream Social

# SAMPLE FUNDRAISING LETTER

Here is a sample template for a Ride 4 Recovery support letter. Make sure to include the important facts, date, location and ride details. Be sure to add your personal touch!

Friends and Family,

We will be participating in CARE of Southeastern Michigan's 5th Annual Ride 4 Recovery on Saturday, September 23 at Lake St. Clair Metropark. This event brings together community allies, leaders and supporters of CARE's mission of strengthening resiliency in people and their communities through prevention, education, and services that improve their quality of life. Those who ride, ride for the memory of a loved one or friend, and for those who are in recovery, and celebrating it!

(Your personal touch)

Please help support CARE of Southeastern Michigan as they continue to provide prevention programming and resources throughout the community. The need for prevention education is growing, as the increase of deaths in the state of Michigan last year, related to opioid usage escalated to 63%.

Everyone is encouraged to ride with us. If you would like information on the event, visit the following link [www.careofsem.com/ride4recovery](http://www.careofsem.com/ride4recovery). We truly appreciate you, and your gift. Hopefully we'll see you on September 23!

# SOCIAL MEDIA & MARKETING

If you're comfortable, be sure to share Ride 4 Recovery on your Social Media pages. You can use the hashtag #Ride4Recovery.

You can also use these images to help promote volunteer opportunities, giving opportunities and Why you Ride.



We are excited to help you throughout your fundraising journey, and look forward to seeing you reach your fundraising goals!