

Congratulations on taking the first step towards helping children in poverty by signing up for the Queenstown Classic. At 25000Spins, we believe your adventure will be all the more worthwhile because of the difference you can make. Fundraising may seem initially daunting, but creating a fundraising plan is an easy and effective way to attain your goal.

Here's how to get started.

1. Set your fundraising goal.

People respect an ambitious goal and are keen to help you achieve your target. The higher your fundraising goal the more inclined people are to show their support to help you on your way. Target funds \$2,500 or more with a minimum to raise of \$1250.

2. Evaluate the “big picture” and plan ahead for success. Be proactive and consider all your opportunities.

At 25000Spins we'd like to help support you in any way we can to reach your fundraising goal. On the following page you will find a comprehensive, easy to follow fundraising plan that also helps you track your progress. This may be printed more than once if you're a fundraising champ who needs the space!

- **Make the first donation yourself.**

Put your money where your mouth is and start your fundraising campaign by sponsoring yourself first! If you are asking others to support you, then you should always be willing to make the first donation to show them you mean business (and the higher the first donation, the more inclined others are to follow).

- **Personalise your page**

Make the effort and upload images, videos and a personal message. Your friends, family and associated want to know what is going on and how you are involved. Entertain them! People always show their support if you can make them laugh.

- **Individual Donations: Ask the right person, in the right way, at the right time.**

To start, think of all the people in your life who are potential donors. Don't leave anybody out – it never hurt to ask they'll understand it's for a great cause! Think about how much they might be prepared to give, and approach them for donations accordingly. The table below gives a rough guide, but these are suggestions only and if in doubt, always use a more personal method.

Amount	How to ask	Who to ask
Over \$200	<ul style="list-style-type: none"> • Meet in person • Phone call (only if you can't meet in person) 	<ul style="list-style-type: none"> • Companies that have matching donations, including your own. See <corporate dollar matching> for more information • Business owners • Anyone who may have the capacity to give a large amount.
\$100 - \$200	<ul style="list-style-type: none"> • Meet in person • Phone call • Email • Social Media 	<ul style="list-style-type: none"> • Friends, family, colleagues and associates who may have the capacity to make a larger donation. • Small business owners • Establishments that you frequent or do business with – your doctor, dentist, suppliers, owner of your local restaurant etc.
Less than \$100	<ul style="list-style-type: none"> • Meet in person • Phone call • Email • Social Media 	<ul style="list-style-type: none"> • Friends, family, colleagues and former colleagues. • Friends of family/friends of friends. • Butcher, hairdresser, bartender etc. • Absolutely everyone!

- **Events**

Organising a fundraising event is not only a great way to spread the word about your ride and your cause but

is also a fantastic way to fundraise because your donors also get something in return! See our comprehensive <event planning page> to get some ideas and see how successful this method has been for some of our riders in the past.

- **Make the most of technology**

Technology and social media allows you to reach a huge audience – share your page with everyone and don't forget to make regular updates about your progress. Quite often the largest donations are by the people you least expect, so get the word out to friends, colleagues, suppliers and clients and tell everyone what you are doing to support a great cause. The more people you communicate with, the more support you will receive. Try our <email templates>, and consider including some <25000 Spins media> in your posts.

- **Get some media**

Contacting your local newspaper is a great way to increase the impact of your fundraising and to publicise events. Local media love stories about local people doing interesting things, especially when it's for a good cause. You would also be supporting us to get the word out about the event. Don't forget that your workplace, church or other community organisation may also publish a newsletter are usually delighted to help support a good cause for a member or employee. See our <media guide> for helpful template letters.

3. Keep track of your progress and don't forget to repeat, remind and reward.

- **Repeat**

The more times you email, post, or publicise your cause, the wider an audience you are likely to reach.

- **Remind**

People are busy, and even those who intend to donate won't always get to it right away. One or two weeks is usually a good time to follow up an earlier request. Also, don't forget to remind people of your events as the date gets closer.

- **Reward**

Thank those who do donate and remember that they will appreciate regular progress updates throughout your fundraising, photos and stories from your ride and a final debrief when all is said and done. Make them feel great for being part of a good cause – they deserve it!

- **Need help?**

Don't be afraid to contact us at adventures@25000spins.com. 25000Spins would like to support you in any way we can to help you reach your goals.

MY FUNDRAISING PLAN!

GOAL: \$ _____ by _____



PROGRESS CHART

\$	\$	\$	\$	\$	\$
6 MONTHS TO GO	4 MONTHS TO GO	3 MONTHS TO GO	2 MONTHS TO GO	1 MONTH TO GO	FINAL TOTAL

INDIVIDUAL DONATIONS

Donation amount:	ASK: (Name)	BY: (Phone, email, in person etc.)	BEFORE: (Date)	FOLLOW UP ON: (Date)	Donation made!
Over \$200					\$
					\$
					\$
					\$
					\$
\$100 to \$200					\$
					\$
					\$
					\$
					\$
					\$
					\$
Less than \$100					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
					\$
TOTAL:					\$

EVENTS

EVENT TYPE:	AT:	WHEN:	INVITE/PROMOTE BY:	NUMBER EXPECTED:	DOLLARS PER HEAD:	EVENT GOAL:	Total raised:
						\$	\$
						\$	\$
						\$	\$
						\$	\$
TOTAL:							\$