

Clara's Big Ride



Clara's Big Ride for Bell Let's Talk

Fundraising in Six Easy Steps

- lots of useful fundraising tips and tricks
- a 30-day fundraising calendar
- easy to follow To-Do Lists



chimp

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Welcome To Clara's Big Ride For Bell Let's Talk

Hello,

Thank you so much for taking the initiative to raise money for mental health through Clara's Big Ride For Bell Let's Talk.

Starting a fundraiser is a great way to support a cause that is important to you, and mobilize your personal community to make a difference. And it can be lots of fun, too!

This guide will help you get started, and features useful advice on how to make your fundraiser a smashing success.

Clara's Big Ride for Bell Let's Talk has partnered with [Chimp](#), an online giving tool, that allows people to easily fundraise for charity. All you have to do is set up your own Chimp fundraising project — it's called a Giving Group — and reach out to your networks and ask them to donate.

If you have any questions this guide doesn't cover, or run into any barriers throughout your fundraiser, **please don't hesitate to contact Chimp**. You're not alone in this! Our team of marketing and fundraising experts are here to help you whenever you need support.

Contact Us

 **1.877.531.0580**
 **clarasbigride@chimp.net**
 **chimp.net/claras-big-ride**



Step 1: Get Inspired

A successful fundraising campaign starts with a seed of inspiration. The best fundraisers combine a fun activity with passion for the cause and a wee bit of creativity. Here are a few places to look for inspiration.

Did You Know?

Raising and giving away money to a charity can be a lot of fun — but it's even better when you do it as a team. Get a team together, share the momentum, and have access to a larger personal network.



To-Do List:



Learn more about Clara's Big Ride for Mental Health.

[Watch a video](#) that tells Clara's story and explains why she's riding for Canadian mental health.



Watch testimonials.

[Meet Arthur, Marli, Lenore and Karen](#) as they tell their inspiring stories.



[Learn the facts](#) about Canadian mental health.



Check out some example fundraisers.

Look at what other people have done to raise money in the past through a Chimp Giving Group:

- Brady and Liz [raised money for education in Rwanda.](#)
- [Sean Blanton did the Grouse Ground](#) 17 times in one day.
- [Joel Bentley gave out reading recommendations](#) for donations to support literacy.



Step 2: Pick a Concept

In this step you'll settle on a fundraising activity you feel comfortable with. Also, decide on a specific charity you would like to raise money for.

Did You Know?

Chimp fundraising pages are called [Giving Groups](#). Your group will help you to rally people together to raise money for a cause. It's quick to setup, simple to share, and built to make fundraising fun and easy.



To-Do List:



Pick a mental health charity — or multiple charities — you want to raise money for. Choose a charity that addresses a cause close to your heart. You can use [Chimp's charity search tool](#) to find a match.

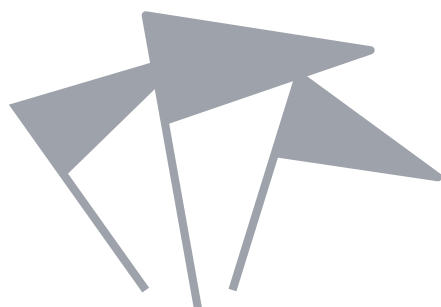


Pick a theme or fundraising activity. Ride your bike, run a race, pledge your birthday, or simply ask your family, friends and social networks for donations. Do whatever you feel most comfortable with. If you need some inspiration, have a look at the list of fundraising ideas on the next page.



Come up with a fun title for your Giving Group. Choose a title that reflects the cause you are raising money for, or how you are raising money, and includes your own name, e.g. "Susan's Ride for Workplace Mental Health".

Fundraising Ideas:



- **Ride A Bike.** Set a distance goal and bike or spin. You can either do one long ride, or break the overall distance into multiple rides over a longer course of time. Have a look at [Emily's Big Ride fundraiser](#) and learn how she raised money riding her bike.
- **Sports/Races.** Enter a biking race, or run a 5k, 10k, half marathon etc. Update people on your training and the results of the race, and ask for donations for achieving small goals along the way, or for beating a personal best. Not only will you support a charity but you'll get some good moral support as you train.
- **Pledge a special occasion.** Sacrifice presents for your birthday, wedding, Bar Mitzvah etc. and ask for donations instead.
- **Fundraising At Work.** Ask your co-workers for donations. You could ask them to donate \$5 to your fundraiser each time they are late for a meeting, leave dirty dishes in the sink etc.
- **Food and Friends.** Have some friends over for dinner and ask for donations. You could also cook or bake some goodies for colleagues and encourage them to make a donation for each cookie, cupcake or piece of cake consumed.
- **Group Fundraisers.** Raise money together as a group. Gather a couple of co-workers and put on an office fundraiser, run a race as a team, organize a dodgeball tournament with a couple of friends. Or, you could put on a Spin-A-Thon.



Step 3: Start Your Giving Group

A [Giving Group](#) helps you to rally people together to raise money for a cause. With a Giving Group, you can invite people to join, post comments, share on social media, and add videos and photo to make your call to action as compelling as possible.

Did You Know?

Setting up your own Giving Group is easy and free of charge. Chimp does charge a fixed 3% processing fee — the lowest fee in the country — for each donation. Learn more about [Chimp fees](#).



To-Do List:



Start creating your Giving Group. Setting up your Giving Group only takes a couple of minutes. [Sign up here](#).



Set a date and Giving Group goal. It's often more encouraging to aim for a lower goal, and reach it — or even exceed it. If you're unsure and have never fundraised before, aim for a goal between \$250 and \$500.



Upload a profile photo. People are more likely to give if they see a photo of the person or group behind the fundraising page.



Add videos and photos. For example, if you decide to train for a bike race, share photos and videos from your training.



Make the first donation. Lead by example and make the first donation to your Giving Group. When your friends and family see your commitment they will be more likely to donate.



Step 4: Spread the Word

Now that you've set up your Giving Group page and it looks amazing, make sure you let everyone know about your fundraiser.

- Copy and paste the link to your group into a personal email. This can be very effective, but time-consuming.
- Use the “Invite Members” button near the top of your Giving Group page, which lets you send the same message to a bunch of people at the same time.

To inspire people to join and give to your group, it helps greatly to add a personal message to your correspondence explaining what your fundraiser is all about and how people can help. Here's an email example that you can personalize:

Dear Sarah,

I'm writing to you today, to let you know that for the time six-time Olympian Clara Hughes is biking across Canada, I have decided to get up in the saddle as well and raise money and awareness for mental health.

From March 1st to July 1st, 2014, I will bike 10 kilometres every day — come rain or sunshine — which adds up to a total distance of 1,230 kilometres. The money raised through my fundraiser will go to the Living Through Loss Society (LTLS), a local charity providing free counseling to people coping with the death of a loved one.

I personally benefited from the society's outstanding work last year, when LTLS helped me to cope with the sudden death of my younger brother — and the



Your 30-Day Fundraising Schedule: Week 1-2

Day 1-10: Reach out to your networks.

“Layer” your outreach. Start asking your closest contacts first (family, close friends etc.) and progressively work outwards to more distant contacts (co-workers, extended family etc.).

Day 3: Start broadcasting your

campaign on social media. Make sure to use the hashtags #ClarasBigRide and #BellLetsTalk when you talk about your fundraiser on social media platforms.

Day 8-14: Watch while people join

your Giving Group and start giving. As donations come in, start thanking people for supporting you and for contributing to a good cause.

Did You Know?

All donations made to your giving group are tax deductible. Donors will be emailed a [tax receipt immediately](#) after they've given to your group. Don't forget to mention this perk to your supporters! This could be a huge incentive for people to give to you.

Did You Know?

A picture, or video, is worth 1,000 words! They are shared more often than non-visual content, and attract visitors to blogs or websites. Share photos, or videos to show your fundraiser's progress, and drive engagement.

depression that resulted from this experience. Due to the LTLS's help, I was able to take back my life.

I know that there are many other people out there going through similar traumatic experiences, and — just as I did — they need access to counselling. That's why I'd like to raise \$1,230 to support LTLS's work, but I need your help to achieve that goal!

Here are some suggestions how you can support me:

- Sponsor me for one day and make a \$10 donation for 10 kilometres biked.
- Donate \$70, and sponsor me for an entire week.
- Make a one-time donation. Give as much as you like. Every dollar helps!

All donations can be made online to my Giving Group "Lisa's 1,230km Biking Challenge". If you have any questions about my fundraiser, LTLS, or Clara's Big Ride, please get in touch with me.

Thank you so much!

Best, Lisa

P.S.: For each donation you make to my Giving Group, you will receive a tax receipt by email right away.

Here's an example facebook post/tweet that you can personalize:



Fundraiser @Fundraiser - 3m

I'm biking 1,230k for mental health! Please give to my fundraiser to support a local charity [\[LINK TO YOUR GIVING GROUP\]](#). #ClarasBigRide #BellLetsTalk

Reply Retweet Favorite Pocket More



Step 5: Keep Up the Conversation

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Once people have joined your Giving Group, you can keep up the conversation by updating members via your Giving Group page's comment section. Send out at least three emails: one when you start raising money (see Step 4), one halfway through, and one towards the end of your fundraiser.



Your 30-Day Fundraising Schedule: Week 3-4

Day 15: Send out a mid-campaign progress report. You're half way through your fundraiser! Now is a good time to update people on the progress you've made and ask people who haven't donated yet to do so.

Day 28: Send out an email letting people know there are only a few days left.

Tell your supporters how much money you need to meet your goal, and ask them to donate and share your group's page.



To-Do List:



Throughout the fundraiser interact with your members.

When new people join the group make sure they feel welcome by leaving them a comment.



Say thank you in a timely manner.

Saying thanks to people who donate shows them that you appreciate their support.



Upload photos and videos of you preparing and/or carrying out your fundraising activity.



Share interim successes.

You don't need to wait until the end to share success. Tell people when you reach half of your goal or if you exceed your goal early.



Tell inspiring stories.

Share a personal story of someone who will receive help through your fundraiser, your personal experience with giving or mental health.



Step 6: Make Your Impact

Once you're done fundraising, you need to transfer the money in your Giving Group to the charity or charities of your choice — which can be done with the click of a button. It's also a good idea to send out one final message.

Now, all that's left to do is to be proud of what you've accomplished. You've made a positive difference in your community and for mental health in Canada. If we were in person we would totally give you a high five, or fist bump. Nicely done!



Your 30-Day
Fundraising Schedule:
Week 4

Day 31: Send the money you raised to the charity or charities.

Your 30 day campaign is done so it's time to send the money to the charity or charities of your choice.

Day 31: Send out a final message to your supporters.

Celebrate what's been accomplished and say one last big thank you.



Your 30-Day Fundraising Schedule

Week 1-2

Day 1: Reach out to family and close friends first. They are most likely to support you. Always make sure you include your goal and a link to your group's page in your outreach - and, don't be shy to ask supporters for help with spreading the word.

Day 3: Reach out to people you know have a personal connection to mental health and/or the charity you're fundraising for.

Day 5: Reach out to the rest of your contacts. Now that you have a good base of support, send it to all your other friends, co-workers, extended family, and other contacts.

Day 6: Broadcast you campaign on social media, e.g. Facebook, Twitter, Instagram etc. Make sure to use the hashtags #ClarasBigRide and #BellLetsTalk when you talk about your fundraiser on social media platforms.

Day 7: Take a break!

Day 8-14 Watch while people join your Giving Group and start giving. As donations come in, thank people for supporting you and for contributing to a good cause.

Week 3-4

Day 15: Send out a mid-campaign progress report. You're half way through your fundraiser! Now is a good time to update people on the progress you've made and ask people who haven't donated yet to do so. Also, encourage people to share your Giving Group page with their own contacts and social networks.

Day 28: Send out an email letting people know there are only a few days left. This is targeted at those people who wanted to donate but have been procrastinating for one reason or another. Tell them that you only have two days left and how much money you need to meet your goal. Ask them to donate and share.

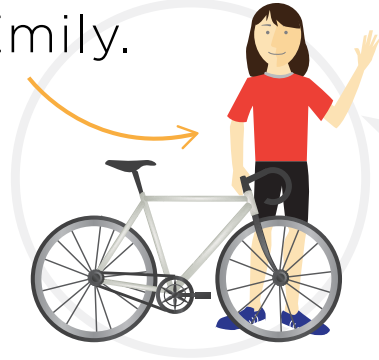
Week 4

Day 31: Send the money you raised to the charity or charities. Your 30 day campaign is done so it's time to send the money to the charity or charities of your choice.

Day 31: Send out a final message to your supporters. Celebrate what's been accomplished and say one last big thank you.

Emily's Big Ride Fundraiser

This is Emily.



"I decided to ride my bike for 100km, and raise money to support a local mental health charity."



1 HOW EMILY GOT INSPIRED...

Her fundraiser is part of [Clara's Big Ride](#), a national bicycle tour by six-time Olympian Clara Hughes in support of mental health. Emily heard about the event from a colleague. Clara's commitment and her own [research on mental health in Canada](#), inspired her so much, that she decided to do something for mental health herself.

DID YOU KNOW?

At this very moment, some 3 million Canadians are suffering from depression.

Source: CMHA

2 NEXT, SHE DEVELOPED A CONCEPT...

Emily put her thinking cap on and decided which mental health charity she wants to raise money for, and how. Deciding on a charity — and a cause close to her heart — was easy for her! Since last year, Emily has been volunteering for The Homeless Hub, a local charity helping homeless youth with mental health problems.

She settled on a 100km bike ride for charity and started to map out her route, and her training schedule.



TIP

If Emily hadn't had personal ties to a mental health charity, she could have used [Chimp's charity search tool](#) to find a match.

TIP

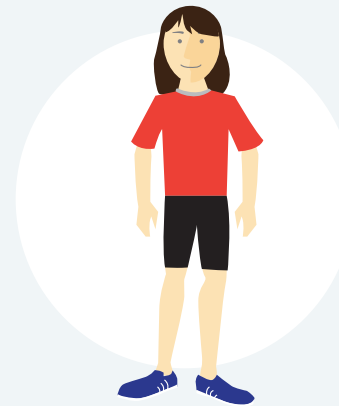
Instead of doing one long ride, Emily could have broken up the 100km into multiple rides over a longer course of time, e.g. she could have committed to ride 10km for 10 days, or 5km for 20 days.

3

AND STARTED HER GIVING GROUP.

To raise money online, and point people to information about her fundraiser, Emily started her online fundraising page on Chimp — called a Giving Group. Emily...

- came up with a title ("Emily's Big 100km Ride")
- selected her fundraising goal (\$200)
- uploaded a picture of herself on her bike
- added some information around why and how she's fundraising
- made the first donation herself (\$20)



"My [Giving Group](#) helped me to rally people together to raise money for a good cause. It's quick to set up, simple to share, and built to make fundraising fun and easy."



I'll be riding 100km for charity. This is what I'm raising money for... #ClarasBigRide #BellLetsTalk

Up for sponsoring my training session tomorrow? I'll be riding 20km. Please give \$2 for each kilometre. Here's the link to my Giving Group. #ClarasBigRide #BellLetsTalk



Hey Sarah, want to join me on my big ride? I'd love to have some company! #ClarasBigRide #BellLetsTalk

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EMILY STARTED SPREADING THE WORD...

About a month before her ride, she emailed — or talked to — some of her best friends and her family, and other people she knew would support her. Then she sent an email to her co-workers, people she knew had a connection to mental health, and her wider circle of friends.

Emily also made sure to share the news about her fundraiser via Twitter and Facebook.

5

AND KEPT PEOPLE IN THE LOOP.

15 days before embarking on her 100km ride, and \$90 shy of her fundraising goal, Emily sent out another email reminding people to give to mental health through her Giving Group. Emily also kept talking about her fundraiser on social media, and thanked people as donations came in.

After that, she sent out a third email letting people know that her ride is only 2 days away, and asked people to give.



Grueling training session today. Legs feel like rubber. Totally worth it, though, for a good cause. Learn more: linktoemilysgivinggroup.ca #ClarasBigRide #BellLetsTalk



Only \$90 away from raising \$200 for mental health. Join a good cause: linktoemilysgivinggroup.ca #ClarasBigRide #BellLetsTalk



"I'll be riding 100km two days from now, and I'm still \$40 away from my fundraising goal (\$200). Please give to my Giving Group (emilysgivinggroup.ca) and help homeless youth."

6 THEN SHE TOOK OFF ON HER RIDE!



7 AFTER HER FUNDRAISER HAD ENDED...

Emily was thrilled to have met her fundraising goal of \$200.

She also made sure to thank everyone who took part in her fundraiser for supporting a good cause.



“Sending the money in my Giving Group away, was an amazing feeling. Knowing how much that money will help homeless youth battling mental illness makes me really happy.”

**You can be like Emily!
Start your fundraiser today.**

1 (877) 531-0580
clarasbigride@chimp.net

Starting a fundraiser is a great way to support a cause that is important to you. And it can be lots of fun, too!

If you need any help to get your fundraising project off the ground, please get in touch with us. Our team of marketing and fundraising experts, are here to help you whenever you need support.