Team Transplant
Fundraising Tips

Letter or E-mail Writing Campaign

To reach your personal fundraising goal, the key to success is simple—*all you have to do is ask!* It’s best to ask for a specific dollar amount or to provide a few choices. For example, ask 25 friends/family members for $10 each and you’ve met the minimum for your Team Transplant jersey. Or be creative and ask them to pledge $1 for every mile of your ride’s course. Once you meet the minimum, don’t stop there, or you won’t be eligible for the big prizes for the highest amount of pledges raised. Don’t forget, you are doing this to raise money for a worthy cause!

A letter or e-mail writing campaign is the easiest and most effective way to raise money. Sample emails and letters are provided for you on the fundraising website and in the Fundraising Toolkit. Use this template to customize your own message in an email—or snail mail if you prefer—and send it to everyone you know; contact family, friends, coworkers, vendors, neighbors, and high school and college alumni to tell them you are participating in the Subaru Elephant Rock Cycling Festival with Team Transplant on June 1, 2014. Ask them to donate money to support you as you ride and raise money for this worthy cause. If you have been touched by organ donation or transplantation personally or through a friend or family member, be sure to share your story in your letter.

**Don’t be afraid to ask!** People enjoy donating money to support good causes.

If you mail a letter, include a self-addressed envelope with the pledge form for them to fill out with their donation amount and credit card information. Or direct them to [TeamTransplant2014.kintera.org](http://TeamTransplant2014.kintera.org) where they can click on “Sponsor Rider” to submit an online donation to support you in the race.

Personal Appeals

If you would like to ask someone for a larger gift, it’s best to ask them in person.

- Make sure the time is right. Consider treating your prospective donor to lunch.
- Practice what you will say a few times beforehand.
- Be prepared to talk about the American Transplant Foundation, Team Transplant participating in the Elephant Rock Ride to raise awareness and money to support organ and tissue donation, and how much the cause means to you.
- Look your prospective donor straight in the eyes and ask for his or her support. Ask for a specific amount of money, and aim high!
Once you have asked for a gift, STOP TALKING. Do not apologize or make excuses. Remember that you are not asking for yourself, but for saving lives through organ and tissue donation. Just keep quiet and wait for a response. Your donor will be impressed that you have the courage to ask them in this way. It is a compliment to your potential donor that you perceive him/her as generous and capable enough to make a significant contribution.

**Customize your email signature**
Adding a short paragraph about your ride with Team Transplant and a direct link to your personal fundraising page will allow anyone you email to have a chance to support you in your fundraising efforts.

**Social Media**
Many people now use Facebook and Twitter as easy ways to ask their friends to support them in raising money for charity. You can directly link them to your fundraising website in your profile, a message, a note, a group, or an event.

**Organize a Spin-a-thon at the Health Club**
Does your gym or health club offer spin classes? Talk with the manager and arrange a spin-a-thon to benefit your fundraising. Talk with your favorite instructors and perhaps they would be willing to donate their time to teach the class.

**Host a fundraising party**
A fundraising party is an effective and fun way to tell people about why you’re riding with Team Transplant and to raise money. Your sponsors are more likely to support you in your fundraising goal and to donate larger amounts if they understand what Team Transplant and the American Transplant Foundation are all about. Use this opportunity to spread the word about the importance of organ and tissue donation with transplant facts, transplant stories, and, if you or a friend has been affected by donation or transplantation, by sharing a personal story. These types of resources are available on our website, and you can request materials for your party by emailing Adrianne at adrianne@americantransplantfoundation.org.

**Double your donations with corporate matches**
Many companies will match their employees’ charitable donations. Ask your sponsors to check with their HR department to see if the company will match their pledge to you. Don’t forget to check with your own employer, too. This is an easy way to double your fundraising!

**Get Your Company Involved – Pizza Lunches**
This is a fun, easy and delicious way to raise money. Ask a local pizza establishment to donate pizzas and sell slices for $5.00 each. You can invite the entire office, and it’s a great way to socialize with co-workers you may not see that often.
Casual day
On a specific day, employees can make a pre-determined contribution (e.g. $5.00) to the American Transplant Foundation for the privilege of wearing jeans to the workplace. Make it a challenge – see which department or branch has the most participants. If you work in an environment that is already casual, consider a hat or crazy-shirt day instead.

Ice Cream Social
Host an ice cream social in your office and ask the president or a department manager to scoop the ice cream. Employees can make a donation to the American Transplant Foundation in exchange for ice cream, and see their favorite senior manager in action.

Bake Sale
Ask your coworkers to help you make a variety of baked goods and sell them for a price that will ensure you’ll make a profit. Be sure to publicize the bake sale ahead of time so people remember to bring money.

Guest Bartending
Ask a local bar/restaurant if they will allow you and/or your team members to guest bartend on a slow night with tips (and maybe even a portion of the evening’s proceeds) going to the American Transplant Foundation.

Percentage of the Proceeds
Ask local establishments to donate a percentage of the night’s proceeds to the American Transplant Foundation. In return, you will promote that night’s event within your company and the local community to help drive traffic to the establishment. The more people who attend, the more money you will receive.

Penny Wars/Jar Wars
Select a specific week and ask employees from each department in your company to contribute coins to their department’s coin jar. At the end of the week, the department who raises the most money wins and all money is donated to the American Transplant Foundation.

Office Loose Change Roundup
Choose any day to have you or another representative walk through the company and gather loose change from the employees. Ask employees to empty their pockets, purses, wallets and desk drawers for a worthy cause.

Surf the Web for more fundraising ideas:
Use sites like StepbyStepFundraising.com to find resources and ideas for raising money for charitable causes.

Thank your sponsors!
Don’t forget to thank your sponsors both personally and with a thank you note. When people feel that their donation was appreciated and went to help a good cause, they are much more likely to support you again in the future. Follow up with an email or note after your ride to tell them how much you raised and how the ride went.