

Two Wheel View

Fundraising for Your Program



Getting Started

Fundraising for the Two Wheel View international program is a great way to create community buy-in for your trip, as well as a way to make your dream of international travel become a reality.

Participants on Two Wheel View programs fundraise through various sources. You will find information in this document to help make your fundraising experience both fun and effective. Please feel free to call or e-mail Two Wheel View at any time with questions about your fundraising adventure!

Step 1 – Make a list of everyone you know.

You might be surprised at the number of friends and family, acquaintances and colleagues who are willing to support your fundraising efforts.

Step 2 – Choose and implement more than one method of fundraising.

We always encourage participants to write fundraising letters to their personal contacts; it's also a good idea to find alternative options for raising funds. Ask community businesses, churches, or college clubs to sponsor you. Maybe give a presentation to a service club (i.e. Rotary, Jaycees, Lions, etc.). Even hosting social events like car washes, garage sales or raffles can raise enough funds to sponsor, at least partially, your trip abroad.

Step 3- Set a timeline and go for it!

It is important to plan well in advance. Start with your fundraising goal and work backward. Leave yourself plenty of time so your fundraising experience can be a successful and enjoyable one.

Fundraising Strategies

1. Writing a Fundraising Letter

Successful fundraising letters are concise. Make sure to convey a sense of urgency, explain how the reader's donation will make an impact, and ask for a specific, individualized dollar amount. Professional contacts, for example, probably can contribute a greater amount than those who are still students or work in the nonprofit sector. And don't be afraid to ask your more established contacts for \$100, \$200 or even \$500!

Mention that you will host a small open house before your departure to recognize the generosity of your donors and thank them for their contributions publicly. Offer to present a slide show or lecture upon your return. Using creative fundraising strategies like these helps to secure funding from contacts at religious organizations, civic groups, alumni associations and educational institutions.

Also make sure to explain that money donated to Two Wheel View and earmarked for your trip is tax deductible. Your supporters are making a "restricted donation" and will receive a receipt from Two Wheel View for their contributions. If you choose to cancel or postpone from your Trip program, any donations already received from contributors are non-refundable. (See section: Cancellation Policy for Participants in the Conditions and Agreement)

Always remember to follow up! You should be on the phone with the small businesses, civic and religious groups, and friends and relatives you have contacted to let them know you really do need their support. One follow-up call can make the difference between someone writing a check immediately or pushing your letter to the back burner indefinitely.

A letter-writing campaign is one of the simplest and most effective fundraising methods you can employ. To assist you, check out some sample fundraising letters that have proven successful (available at www.twowheelview.org).

Please feel free to use these letters as a model for your own efforts to raise money for your program! Send these letters to friends and family, employers and co-workers, clubs you belong to, churches or temples, local banks, foundations and charitable organizations in your area. The Rotary, Lions and Elks Clubs; Junior League; Junior Chamber; and the United Way are some larger charitable organizations that may be interested in donating to this cause, as well.

Again, don't forget to mention that all donations to Two Wheel View are tax deductible in the U.S.A and Canada. All donors will receive a receipt for tax-reporting purposes from Two Wheel View.

2. Find Funds from Your School

One major source of funding is your own school. Many school clubs are allocated a certain amount of funding through a student activities committee; see if your club is eligible. Also, many academic departments have discretionary funds for projects and programs. If your trip can be integrated into an academic or service-learning course, there may be funds that can be used for your program.

3. Attract Local Businesses as Sponsors

Local businesses are far more likely to make a contribution than large corporations. The key is identifying a link between you, or someone close to you, and the owner of the business. You may want to approach the business with a letter first, enclosing all relevant information, and then follow up with a phone call. Promise to write them a thank you letter from the country in which you will be visiting, then let them know you will make some sort of picture-filled display to display in the business upon your return home. In this way, you not only are thanking the business owner for his/her generosity, but also are providing him/her with free publicity!

4. Collaborate with Service Clubs and Churches

Service clubs such as Rotary, Kiwanis, Lions, and Optimists; fraternal organizations such as Elk and Moose Clubs; and religious groups such as churches and temples are excellent sources for fundraising. Follow the "who do I know?" principle: is someone you know a member or the friend of a member? The best course of action is to contact as many clubs in your area as possible and ask to give a presentation to them. Many clubs have breakfast, lunch or dinner meetings; ask to speak for 15 – 20 minutes during these meetings to present your request and explain what you will be doing.

This is your chance to sell the program. Remember, you are not asking for money for a vacation. You are asking for a donation to participate in a life changing experience that you can share with your community. Also, let the organization know that you are willing to come back and show them slides or a video of your program experience when you return.

After your presentation, write a follow-up letter to thank them for letting you speak and reiterate your request for financial support. Be specific about how much you are requesting and how it will be used, and be sure you are realistic about the amount you request. A total of \$200 - \$400 is probably reasonable.

5. Throw a Successful Fund Raising Event

- Sales – One of the traditional ways to raise money is through bake sales, candy sales, and garage sales.
- Raffles – This works best for groups raising funds. Here again, use the "who do I know?" principle. Often groups can get donated items or gift certificates from local businesses and restaurants, which they then can use as raffle prizes at a larger event (dances, etc.). If there are no large items to raffle off, groups can chip in to purchase a big-ticket item like a bike. As long as the proceeds are well over the purchase price, there's nothing wrong with this plan of action!
- Parties, Dances, Music, Etc! – Gatherings like this can range from formal affairs to simple pizza parties. Remember your "who do I know?" principle: do you have a friend in a band? Do you know the owner of a bar or restaurant? Some simple ideas include having a band play at a club where you can collect a cover charge or a percentage of the sales. Or perhaps you can create a deal with a restaurant to offer an all-you-can-eat buffet from which the profits are shared. Get creative!

6. Attract the Media

One of the best ways to promote awareness about your upcoming adventure and raise funds for it is through the local media. In fact, this is how Two Wheel View has attained most of its popularity, having had numerous articles published about our programs in major newspapers and magazines across the country. Check the News link at www.twowheelview.org for information you can circulate to publications with which you may be affiliated or familiar— such as your hometown newspaper, the paper from the town where you presently reside, alumni magazines, church bulletins, etc. Having a short piece published anywhere can go a long way in your quest for funds.

We hope this resource is useful to you. Although we've provided a few suggestions, it is important to remember why you are raising the money and what is going to be most effective for you personally. Be persistent. You might get a lot of rejections and become discouraged at times, but there also will be a lot of people who will support and encourage you. And keep in mind that the staff, board and volunteers of Two Wheel View are more than willing to assist you with any part of this process.

GOOD LUCK WITH YOUR CAMPAIGN!

The Donation Process

It is essential that you understand how the donation process works before you start your fundraising efforts. In order to ensure that donations are earmarked for your participation, please take a moment to consider the following:

There are different requirements for different forms of payments.

1. Checks: All donations should be made out to "Two Wheel View" with your name written on the "For/Memo" line. Make sure you send us the complete mailing address of the donor.
2. Credit Card Donations (Visa, MasterCard, American Express) can be made online at www.twowheelview.org. Credit card charges will be earmarked for your participation. A receipt of the charge will be sent directly to the cardholder.
3. Cash: Two Wheel View will NOT accept cash donations.

Keep a log of all donations received.

As you begin to receive donations, it is important to keep a running tally of all monies raised. If your donations exceed the total program fee, GREAT! All donations in excess are transferred to the Two Wheel View International Bike Trip Fund for future programs. It is a good idea to send in donations to the Two Wheel View office periodically so we can credit your account and send donors their tax receipts.

Send checks to:

Two Wheel View
PO Box 40084
St. Paul, MN 55104
USA

Two Wheel View
#207, 223, 12th Ave SW
Calgary, AB T2R 0G9
Canada

Fundraising Deadlines

You may continue fundraising until the start date of the trip. Any donations received after the balance is paid will be transferred to the Two Wheel View International Program Fund for future programs.

Note: If for any reason you cancel or postpone your program, donations **WILL NOT** be refunded to the donor. In the event of a postponement, you may use the donation money earmarked for your participation for another program (within 18 months of the postponement). If you decide to cancel, all donations will be transferred to our International Program Fund.

Two Wheel View – Calgary
#207, 223, 12th Ave SW
Calgary, AB T2R 0G9
CANADA

Calgary: (403) 710-3567
Toll Free: 866-858-BIKE (2453)



Two Wheel View – USA
PO Box 40084
St. Paul, MN 55104
USA

Twin Cities: (612) 767-8586
Toll Free: 866-858-BIKE (2453)

Two Wheel View

All youth should have the opportunity to expand their physical and cultural boundaries. Often many of the youth who may not otherwise have the opportunity to participate in these types of learning programs, due to financial or social limitations, are never exposed to what may provide the greatest source of learning – real life experiences that bring home valuable insights and logical steps for positive change.

Make a tax deductible contribution to support _____.

All donations are 100% tax deductible.

Sponsor Donation Form

Name: _____

Address: _____

Phone: _____

Email: _____

In support of _____ please find my contribution enclosed:

\$25 \$50 \$100 \$250 \$500

(Checks should be made out to Two Wheel View. Please include the young persons name on the memo line of your check.)

Make a credit card donation on-line at www.twowheelview.org

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Information for Sponsors

Thank you for your contribution

TWO WHEEL VIEW is organized under Section 501(c)(3) of the U.S. Internal Revenue Code as a nonprofit corporation and as a Registered Charity in Canada number 81886 9547 RR0001. TWO WHEEL VIEW is operated exclusively for charitable and educational purposes. Contributions are 100% tax deductible.

About TWO WHEEL VIEW

TWO WHEEL VIEW has educated young people on the environment and local culture in N. America and abroad through educational bicycle expeditions since 2000. TWO WHEEL VIEW organizes programs for schools, youth groups and students. Our programs focus on learning about new cultures, connecting with locals through community development initiatives, and being environmentally and socially responsible. On these adventures, students learn lessons in leadership, health and wellness, achievement, and environmental awareness while having fun.

Rick and Tanya McFerrin founded TWO WHEEL VIEW in 2000 after a two-year bicycle expedition around the world. Their experiences and perspectives on the world, as seen from the seat of a bike, created the basis for TWO WHEEL VIEW.

TWO WHEEL VIEW provides the opportunity for young people to learn about the environmental and community resources at home and abroad and to experience the rich diversity of our global community. The bicycle becomes a potent tool for delivering our future leaders to locations where social, cultural, and environmental differences may become fascinating contrasts, and at the same time allowing youth to participate on a personal level with peers and communities perhaps surprisingly similar to their own back home.

How you Can Help

Your fundraising dollars will provide financial assistance to youth who would not otherwise have the means to participate. TWO WHEEL VIEW believes that all youth should have the opportunity to expand their physical and cultural boundaries. There are many youth, due to financial or social limitations, that are never exposed to what may provide the greatest source of learning – real life experiences that bring home valuable insights and logical steps for positive change.

Where does the money I donate go?

100% of your contribution will go to support young people who would not otherwise have the opportunity to participate on a TWO WHEEL VIEW program.

Matching gifts:

Some companies match dollar for dollar your contribution. Ask your employer if they will match your contribution.

Tax receipt:

All sponsorships are 100% tax deductible. You will receive a letter of acknowledgement for tax purposes.

www.twowheelview.org

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 Toll Free: 866-858-BIKE (2453)
 Mobile: 403-870-RIDE (7433)

TWO WHEEL VIEW

Donation Pledge Form

Make a tax deductible contribution to support _____. All donations are 100% tax deductible.

Please make checks payable to: **TWO WHEEL VIEW**. Credit card donations can be made on-line at www.twowheelview.org.
 A tax receipt will be sent for all donations.

<u>Name</u>	<u>Address</u>	<u>Email</u>	<u>Phone</u>	<u>Amount</u>

www.twowheelview.org

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Set up a personalized fundraising page: CANADA



CanadaHelps is pleased to release our new, personal fundraising product: GivingPages. These micro-websites will give you and your supporters the ability to give to TWO WHEEL VIEW - CANADA.

You can follow the link below to set up a personalized fundraising page. It takes about 10 minutes and then you are ready to start your fundraising campaign. Try it out.

To set up a GivingPage follow the directions listed on this webpage.

<http://www.canadahelps.org/GivingPages/GivingPages.aspx>

Notes:

1. You will be asked to register a user name and password.
2. Add content to your Giving Page.
3. Select TWO WHEEL VIEW as the charity to support
4. Finalize your Giving Page.
5. Share the link with friends and family.

Good luck with your fundraising campaign.

Personalized Fundraising Pages – USA



As part of your participation on a TWO WHEEL VIEW Bike Trip, we want to help you reach your fundraising goal as outlined on your program agreement. To help you, TWO WHEEL VIEW set up an account on www.razoo.com to allow you to make a personalized fundraising page. Give it a try. Once you have your page set up, you can send the link out to your online friends and family and watch the contributions come in.

Click here to get started:

<http://www.razoo.com/story/Student-Bicycle-Expeditions>

1. Click on "Create your Own Fundraiser" button on the bottom right corner.
2. Make sure that TWO WHEEL VIEW is the listed in "Create a Project for".
3. Create a personal appeal for your fundraising efforts.