

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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Twin Cities: (612) 767-8586
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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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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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Create your own fundraising page

If you're participating in our upcoming bike trip, please create a fundraising page by scrolling down to the bottom of this page and creating an account. Tell your story, upload pictures, post blog updates and share your experience by inviting all your friends, family and colleagues to your page!

Your journey begins now!



Fundraising at GiveMeaning.com

When you choose GiveMeaning™ to help with your fundraising initiatives, you can take comfort in knowing that:

- 100% of all money donated goes directly to the charity you're raising funds for (we do not charge any fees to donors or charities — see [How does GiveMeaning™ make its money?](#) to learn more)
- We will never share your personal information and neither you nor those you invite to your page will ever get spammed by us (or anyone associated with us).

For more information, see the various topics available in our [online Help system](#), or feel free to contact us at anytime with questions or suggestions.

[Let us know >>](#)

Get creative with your fundraising!
Tell your story, upload pictures, post blog updates and share your experiences by inviting all your friends, family, and colleagues to your personalized webpages. **CREATE YOUR ACCOUNT TODAY!**

Create an Account

If you haven't visited or made a donation to GiveMeaning™ before, please enter your email and a unique password.



Create Your Account

Email:

Password:

Your Name:

[Sign-Up >>](#)

**Go to www.twowheelview.org
and follow links to Personalized Fundraising Pages to
get started.**

SAMPLE FUNDRAISING LETTERS



[Date]

Dear Friends and Family,

I am writing to let you all know of an amazing opportunity that has come my way. I have been invited by a wonderful non-profit group called TWO WHEEL VIEW to participate in an International Bike trip in [country of your trip] this summer. The mission of TWO WHEEL VIEW is to educate young people on the environment and local culture of areas in N. America and abroad through educational bike adventures. I feel lucky to be among only a select handful of students participating in this adventure.

This trip will cost me nothing in out of pocket expenses if I can raise [\$_____] *[set a goal you think you can reach. The trip including airfare cost about \$3,000]* by May 15, 2008 for my trip. So I am asking you to help me by making a **tax-deductible** donation of \$100, \$50, or any amount you can afford to TWO WHEEL VIEW on my behalf. This is a restricted donation and will be earmarked for my participation on this trip. Donations can be made by check written to TWO WHEEL VIEW and mailed to my address below or by credit card on the web site at www.twowheelview.org. If you choose to make an online donation, please be sure to email me at *[your email]* to let me know. You will receive a receipt from TWO WHEEL VIEW for your generous contributions.

As a thank you to all who help me with my efforts I will be hosting an open house upon my return to present a slide presentation of my experiences. I hope and expect that this will be a life changing experience for me - one that will provide memories to last a lifetime and the opportunity to experience a foreign country in a new and unique way.

Please consider making a donation, nothing is too small, as it will all get me closer to this wonderful dream. Visit TWO WHEEL VIEW's web site and share it with other deserving young people that you may know. Again, thank you very much for your help and contributions.

Sincerely,

[your name]

[address]

Dear Supporters,

I am [*your name*], a sophomore at [*school you attend*]. I am writing to you because I have been offered a wonderful opportunity for an international experience that is bound to change my outlook of the world around me. . I feel lucky to be among only a select handful of students participating in this adventure.

TWO WHEEL VIEW, a Minneapolis nonprofit organization (now also based in Calgary, Alberta), has established a program which sends young people to international destinations for a two-week bike and camping experience. TWO WHEEL VIEW connects young people who would not otherwise have the opportunity to the social, cultural and environmental landscapes of our world through bicycle adventures.

I will be involved in pre-trip fundraising and post trip activities that support the mission of TWO WHEEL VIEW. When I return, I will put together my "Bicycle Ambassador Plan" so I can share my experiences with as many people as possible in our community through presentation to groups at church, school, service organizations, and such.

My family and I are very excited that I have been selected to go on this eye opening adventure in [*country you are going*]. I will get a chance to see new people and other cultures, and be able to see the world from their eyes in their own land. It will also be my first time on an airplane. I'll get to learn about other people and how they live, and how their lives are different than ours, and how they are the same.

The fundraising goal for the two-plus week program, which includes everything: airfare, food, lodging, group leaders, and equipment, totals \$3,000. It is my responsibility to raise this money. I am selling candy bars, but need many large donations to match those funds. I'd take this money in any form possible... either many people giving what they can, or a few contributing \$100 to \$500 for my trip. Please be as generous as you can for this very important program.

Contributions to this effort are 100% tax deductible. Checks should be made out and mailed to TWO WHEEL VIEW Please put my name in the memo line. Donations by credit card can be made on-line at www.twowheelview.org.

If you have any questions or comments about the trip please call me at home [*your phone number*], You can also get information at www.twowheelview.org.

I look forward to sharing this experience with you on my return. Thank you in advance for your support. It means more than you know.

Yours Truly,
[*your name*]

[Date]

Dear Family and Friends,

I am writing to tell you about a very exciting opportunity for me this summer. I have been invited to participate on a program coordinated by TWO WHEEL VIEW, a Registered Canadian and US Charity whose mission is to educate young people about the environment and local culture of Canada and abroad through bicycle trips.

This summer, TWO WHEEL VIEW will be leading a bicycle trip to [*Argentina or Norway*]. I plan to participate on the [*your trip*] trip along with other youth and adult leaders. I am very excited about this opportunity and am writing to ask for your help.

This trip will be my first experience with international travel and bicycle touring. We are all responsible for both pre-trip fundraising and post-trip activities that promote the continuing success of the international bike trip program and the mission of TWO WHEEL VIEW. As part of TWO WHEEL VIEW's mission, I am designated as a "Bicycle Ambassador" – representing my home community abroad and sharing my experiences through community presentations upon my return.

I am writing to ask for your help in meeting my fundraising goal of \$3,000. A donation of \$150, \$100, \$50 or any amount toward my trip program would be appreciated. All contributions are 100% tax deductible.

Checks can be made out to TWO WHEEL VIEW

You may also use Visa, MasterCard, or American Express on TWO WHEEL VIEW's website www.twowheelview.org. Please make a note that the donation should be designated on my behalf. You will receive a tax receipt for tax purposes.

Thank you for considering a donation for this incredible opportunity. You can learn more about TWO WHEEL VIEW and their activities on their website at www.twowheelview.org. You will see photos of last year's trips that will give you a sense of what the trip will be like for me. I am very excited about traveling to a different country, meeting new people, and seeing [*country you are visiting*] from a bicycle.

Thanks for your help,

[Your Name]

[Phone #]

Dear Family and Friends,

I am writing to tell you about a very exciting opportunity for me this summer. I have been invited to participate on a program coordinated by TWO WHEEL VIEW, a non-profit organization whose mission is to help young people gain a greater understanding of the world through international bicycle trips.

In 2008, TWO WHEEL VIEW will be leading bicycle tours in Norway and Argentina. I plan to participate on the [*your trip*] along with eight other youth and three leaders. A friend of my family, Matt Swanson, will be one of the leaders, through which I found out about the program. I am very excited about this opportunity and am writing to ask for your help.

For most of the young people participating on this trip, it will be their first experience with international travel and long distance bicycle touring. We are all responsible for both pre-trip fundraising and post-trip activities that promote the continuing success of the international bike trip program and the mission of TWO WHEEL VIEW. This will be accomplished through my "Bicycle Ambassador" plan, which requires that I share my trip experiences with at least 100 people in the community when I return.

I am writing to ask for your help in meeting my fundraising goal of \$3,000. A hundred people donating \$30 each, or 30 people donating \$100 each toward my trip program could accomplish this. Even the smallest amount will be greatly appreciated. All contributions are 100% tax deductible.

Checks can be made out to TWO WHEEL VIEW

Please make a note that the donation is to be earmarked for me. You may also use Visa, MasterCard, or American Express online at www.twowheelview.org. Please advise them that this donation is for [*your name*]. You will receive a receipt for tax purposes.

Thank you for considering a donation for this incredible opportunity. You can learn more about TWO WHEEL VIEW and their activities on their website at www.twowheelview.org. You will see photos of last year's trip that will give you a sense of what the trip will be like for me. I am very excited about traveling to a different country, meeting new people, and seeing Argentina from a bicycle.

Thanks for your help,

[*your name*]