

**BORP**

# REVOLUTION

**RIDE & FESTIVAL**

15TH ANNUAL 09.23.17



2017 Fundraising Toolkit



# BORP REVOLUTION 2017

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# Fundraising Toolkit

## Welcome!

We are so excited you have signed up to ride in the Revolution! By registering for the Revolution Ride and Festival, you've committed to much more than a bike ride. You are now part of a community unlike any other, made of up people who are dedicated to furthering Bay Area Outreach & Recreation Program's mission and supporting athletes with physical disabilities— welcome to the BORP family! Whether you're a seasoned pro or new to the BORP family, we are excited that you're here. Together, we will work to make sports and recreation available to everyone!

This fundraising toolkit is designed to provide you with the tools and information you need to achieve your fundraising commitment. We here at BORP have been hosting the Revolution for 15 years. It is our largest and most important fundraising event of the year and provides critical funding for our programs. Over the years we have learned a few tips and ideas necessary to successfully fundraise. We are confident that if you follow the steps laid out in this toolkit, you'll meet and exceed your commitment and have fun in the process.

Thanks for all you do!  
THE BORP TEAM

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“ I was riding along with a guy and we were talking and feeling the air on our faces. I was pedaling with my feet and he was pedaling with his hands, but that didn't matter. We were cycling together.”

*Hilary Goldman, longtime BORP supporter and REV rider*





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## About Bay Area Outreach & Recreation Program (BORP)

### Our Mission

At BORP, people with physical disabilities and visual impairments engage in sports and recreation at all levels, from competitive team sports to recreational activities and outings. Through BORP, athletes and participants gain confidence, independence, and self-esteem. They learn new skills, such as improved wheelchair control, how to navigate transit systems, and how to set goals and work to achieve them—skills that carry over into in all aspects of life.

### Programs Include

- Access Northern California
- Adaptive Cycling
- Adventures & Outings
- Wheelchair Basketball
- Goalball
- Exercise, Fitness and Wellness
- Junior Adventures
- Power Soccer
- Sled Hockey
- Veterans Outreach



“Our connection to BORP cycling has been life-altering for both of us! Nicole and I get to have a great time together and we both get wonderful outdoor exercise. THANK YOU BORP!!!”

*Anna Tague, mother of BORP participant Nicole Tague*

“BORP did not just provide an opportunity for me to play basketball again, it provided me new friendships and camaraderie with other people with disabilities. We are able to share stories about our disabilities, our barriers, and our accomplishments on and off the court.”

*Steve Lau, adult BORP participant and volunteer*

For more information on becoming a Corporate Sponsor of the 2017 BORP Revolution Ride, contact Rick Smith: (510) 225-7030 or [rick@borp.org](mailto:rick@borp.org)





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## About the Revolution

### The Ride

The Revolution, or “The REV,” is an incredible day of cycling, excellent food, and great company. As you enjoy the day alongside the athletes you’re supporting, you will see what ability is all about.

In 2016 nearly 300 individuals participated, raising over \$200,000. This year, with your support, we are hoping to raise \$240,000 in support of BORP’s life-changing sports, fitness and recreation programs for people with physical disabilities.

The REV takes place in one of the most gorgeous cycling landscapes in the world—Sonoma Wine Country! All the routes are fully supported and offer breathtaking views of vineyards and the rolling Sonoma countryside. After the ride, we all come together for a post-ride celebration at the picturesque Trentadue Winery.

### Who Rides in the Revolution?

Everyone is welcome to ride! At the REV people of all ages and abilities ride together. And with 4 different route options (5 miles, 20 miles, 45 miles, 60 miles), there’s a challenge that’s right for everyone.

### The Festival

Following the ride, participants, supporters, volunteers and friends celebrate the day’s success! The Revolution Festival begins at 1 pm, and features gourmet food, fine wine, music, and a brief event program. A dedicated team of massage therapists offer free massages all day for riders, festival-goers, and guests!



“ On Revolution Day I feel like I’m a 5-year-old kid and it’s Christmas morning.”

*Beth Smith, BORP Participant and REV rider*



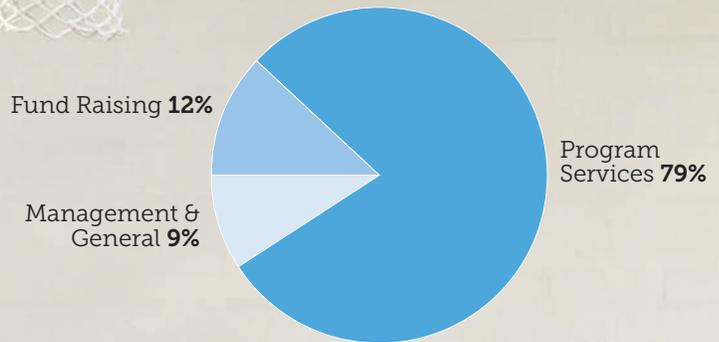


# 2017 Fundraising Toolkit



## Where does the money go?

Funds raised from the Revolution go a long way in enabling BORP to continue offering a full and growing menu of adaptive sports and recreation opportunities for people with physical disabilities throughout the greater Bay Area, with 79% of all funds raised going directly to programs, which, in turn, have a major impact on the quality of life for BORP participants



## From BORP participant surveys

**93%** of youth participants report increased confidence and self-esteem

**80%** of all participants report increased social connections and supportive relationships

**88%** of youth participants report improved decision-making and goal setting

**84%** of all participants report increased ability to lead an active lifestyle

**79%** of youth participants report increased leadership skills

**76%** of all participants report increased strength, fitness, and mobility

**“BORP, and particularly the wheelchair basketball program under the direction of Coach Trooper Johnson, has dramatically changed my son’s life trajectory.”**

*Zimra Vigoda, mother of youth player, Amit Vigoda*



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## Fundraising Commitment

When you register for the REV, you commit to raising money in support of BORP's adaptive sports and recreation programs. The non-refundable rider registration fee counts toward the minimum along with all donations turned in.

All participants and riders are required to guarantee the minimum pledge amount upon registration. If the minimum is not met by the day of the event, there is an option to pay the remaining balance at check-in on the day of the festival.

**Adult Rider Fundraising Minimum: \$400**

**Youth (Ages 8-17) Rider Fundraising Minimum: \$150**

**Youth Under Age 8: No minimum requirement**

**Virtual Rider Fundraising Minimum: \$200**

## Fundraising Prizes

In addition to supporting athletes with physical disabilities and the work of Bay Area Outreach & Recreation Program, you can also win great prizes for your fundraising efforts.

### Money Raised

\$400\* - \$745

\$750 - \$999

\$1,000 - \$1,999

\$2,000 - \$2,999

\$3,000 - \$3,999

\$4,000 and over

### Prize

Festival Admission + REV T-Shirt

Festival Admission + REV T-Shirt + \$75 Amazon gift card

Festival Admission + REV T-Shirt + \$100 Amazon gift card

Festival Admission + REV T-Shirt + \$150 Amazon gift card

Festival Admission + REV T-Shirt + \$225 Amazon gift card

Festival Admission + REV T-Shirt + \$300 Amazon gift card

**Grand Prize for top individual fundraiser: TBA**

\*Youth riders (age 8-17) who raise the minimum of \$150 will receive a REV t-shirt and festival admission.



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## Fundraising Toolkit

### Getting Started: Seven Steps to Fundraising

#### Step One: Customize your personal fundraising page

Let your family and friends know why this matters to you, that's what they care about most! Add your personal touch to your fundraising page by uploading photos and sharing your story about why you're riding in the REV and raising money for BORP.

#### Step Two: Update your fundraising goal

Set a fundraising goal. It can be the minimum fundraising requirement (see page 5) or more!

#### Step Three: Make the first donation

Get the ball rolling by making the first donation to your Revolution fundraising page. This will show your commitment and set the benchmark for the family and friends who visit your page to make a donation. You can also challenge your friends and family by offering to match their donations up to a specific amount.

#### Step Four: Send emails

Send emails to all your contacts asking for their support and **be sure to mention that all donations are 100% tax deductible**. It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts. (See more email tips and resources on pages 7-9.)

#### Step Five: Share updates regularly on social media

Post updates and ask for support on social media. See page 10 for more tips and resources.

#### Step Six: Send reminder emails

Don't hesitate to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

#### Step Seven: Say thank you

Always thank your donors! Personal thank you notes or emails and shout-outs on social media are great ways to show your appreciation.



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### Teams

#### Who doesn't enjoy spending time with friends?

Raising money and training for the Revolution bike ride is more fun in a team! You and your friends, colleagues and/or family can create team fundraising pages for the Revolution - it's easy. Here are some tips on how to raise more for your cause as a team

#### Tips for Teams

- Get together as a team and hold a trivia evening or other event. Invite your friends and ask them all to donate after you've shown them how passionate you are about your cause.
- Set weekly or monthly targets for each team member to remind you to keep spreading the word and to keep your fundraising momentum going.
- Schedule training rides together and share pictures on Facebook to let everyone know how your team training is going.

#### Goals for team members could include

- Making a donation to your own fundraising page. It help you show your commitment to the cause.
- Email your team fundraising page link to at least 30 of your friends - use every single one of your networks!
- Share your team fundraising page on your Facebook and Twitter.
- Ask your employer to sponsor you or see if there is a matched giving program where they'll match every dollar you raise!



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### **Sending Emails**

#### **A personalized email is the best way to get donations**

The most effective online fundraising campaign is a personal one. People want to support those causes you are passionate about. So, share your personal reasons for raising money for BORP and riding in the REV.

#### **Say the magic words: 100% Tax Deductible**

BORP will provide your donors with written proof of our all contributions. For donations of \$50 and more, a thank you letter that can be used for tax records will be sent directly by BORP to the donor.

#### **Communicate the impact of giving**

Let donors know exactly where their money is going and how much of a difference it makes in the lives of people with physical disabilities. (See page 3)

#### **Send reminder emails**

People sometimes need a small reminder. Send emails updating your friends and family about your training and progress toward your fundraising and ask again for their support.

#### **Update your email signature**

Including a link to your personal Revolution fundraising page in your email signature is an easy way to reach more people with every email you send.

#### **Always thank your donors and supporters!**

After someone donates, be sure to write and thank them for their generosity.

#### **Send a post-event email**

Send an email to everyone after the Revolution, letting them know how it went. Include photos and videos if you have. Make them feel proud of giving to you because they should be! Remember to include your fundraising page link in case anyone wants to make another donation



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### Sample Email

If you need some inspiration, use the email templates below and on the following page. These templates are also available through the admin tools on your personal fundraising page.

Dear **[first name]**,

As you may already know, I'm participating in 15th Annual Revolution Ride and Restival ride this year. The Revolution is a cycling fundraiser benefiting Bay Area Outreach & Recreation Program, or BORP.

BORP's mission is to improve the lives of youth and adults with physical disabilities through challenging sport, fitness and recreation programs. BORP's programs help individuals with disabilities gain skills that lead to success in school, work, and life.

On September 23, 2017, I will be riding **[10, 25, 45, 65]** miles on Sonoma County's picturesque back roads along with BORP's handcyclists and visually impaired riders, who are also training and fundraising for the event.

I have committed to raising **[insert your goal]** in support of BORP's programs. **[Consider inserting a few sentences about your experiences with BORP and why you are so excited about participating in the Revolution and making an impact on the lives of people with physical disabilities.]**

I would really appreciate it if you would support my efforts by making a tax-deductible donation of **[insert amount]**. To make a secure online donation, please click on the "DONATE" button on my personal Revolution fundraising page at: <https://borp.rallybound.com/xxxxxxx>. **[Use your unique URL!]**

You can also mail checks to BORP (just reference my name in the memo). Make checks payable to: "Bay Area Outreach & Recreation Program" and mail to:

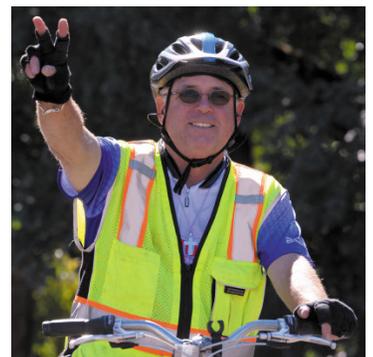
ATTN Revolution Donations  
3075 Adeline St, Suite 200  
Berkeley, CA 94703

Thank you in advance for your generosity. Together we can re-define disability!

Sincerely,

**[Your name]**

P.S. If you would like to learn more about the Revolution and BORP, visit their website: [www.borp.org](http://www.borp.org).



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### Sample Follow-Up Email

Dear [first name],

I need your help! As you know, I have signed up to ride in the 15th Annual Revolution Ride and Festival, a fundraising cycling event benefiting Bay Area Outreach & Recreation Program (BORP), because **[share your reason(s) for riding in the REV here]**.

My fundraising goal is **[insert your goal]** and so far I have raised **[insert amount you've currently raised]**. Will you consider donating and helping me reach my goal? All the money raised goes directly to support BORP's adaptive sports and recreation programs for people with physical disabilities.

To donate, please click on the "Donate" button on my personal Revolution fundraising page at <https://borp.rallybound.com/xxxxxxx>. **[Use your unique URL!]** or mail a check with my name in the memo to BORP at 3075 Adeline St, Suite 200, Berkeley, CA 94703.

Thank you so much for your generosity. Your donation will have a major impact on the lives of people with physical disabilities in the greater Bay Area and will help me reach my goal and meet my commitment to this awesome organization.

Sincerely,

**[Your name]**

P.S. If you would like to learn more about the Revolution and BORP, visit their website: [www.borp.org](http://www.borp.org).



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### Social Media

After email, social media may be the best way to reach out to your network to ask for donations. Here are a few ideas for how you can use Facebook, Twitter, Instagram, or another social media platform to help you raise money for the REV:

#### Share updates regularly

Post pictures from rides and share how your training is going. With each post, you'll show your network how hard you're working toward both your cycling and your fundraising goals.

#### Thank donors

When a friend or family member donates to your ride, you can thank them publicly on social media. Not only will it show how appreciative you are, but may also inspire others to donate.

#### Post about BORP

Share posts about BORP's mission and programs to let donors know that when they donate to your REV ride, they truly are making an impact on the lives of people with physical disabilities and visual impairments. You can follow us on Facebook, Twitter, and Instagram and share our posts.

### Ideas to try

#### Share your personal and/or team fundraising page

Updating your personal page with information about why you are participating in the REV, how long you have been involved with BORP, and why the cause is important to you and then sharing the link on Facebook and Twitter will draw more people to your page. Once they read your story, they will be more inclined to donate.

#### Share updates about your fundraising goal

"I am at \$890! I am just \$110 shy of raising \$1,000 for BORP! Please help me reach my goal!" Don't forget to include the URL to your personal fundraising page.

#### Post updates about your training

"Went on an amazing 25-mile bike ride this morning! I am really looking forward to the Revolution in September now!"

#### A picture is worth a thousand words

Post a picture/video of you training or at a team fundraiser. If you let your friends know what you are doing to prep for the event, they'll be more likely to donate. You can also use our Facebook photo frame to overlap the Revolution logo on your pictures and download and share the images on page 12 of this toolkit.



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## Resources to Download

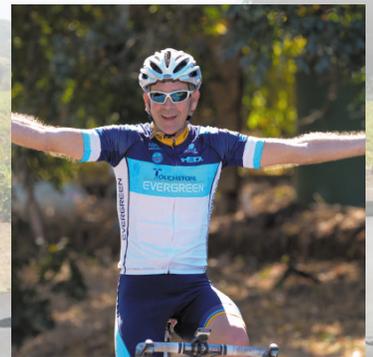
### Logos

Click the logo below to download it for use in your fundraising efforts



### Social Share Images

Download the images below to share on social media.



Images and logo also available for download at [www.borp.org/revolution/fundraising-info](http://www.borp.org/revolution/fundraising-info)