



SEPTEMBER 22, 2018 | GEYSERVILLE, CA



2018 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. Whether you're a seasoned pro or new to the BORP and the Revolution, we are excited that you're here. Together, we will work to make sports and recreation available to everyone! welcome to the BORP family!

This fundraising toolkit is designed to provide you with the tools and information you need to achieve your fundraising commitment. We have been hosting the Revolution for more than 15 years and have developed a few tips and ideas that will help you to be a successful fund raiser. We are confident that if you follow the steps in this toolkit, you'll meet and exceed your fundraising goal and have fun in the process.

Thanks for all you do!  
THE BORP TEAM

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# ABOUT BORP

## OUR MISSION

Bay Area Outreach & Recreation Program (BORP) is a 501(c)3 non-profit organization working to improve the health, independence and social integration of people with physical disabilities through sports, fitness and recreation programs. At BORP, we believe that sports and recreation provide a path to greater achievement to which all people should have access, and we continually strive to make this a reality.

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 all aspects of life.

## PROGRAMS INCLUDE

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



## 2018 Fundraising Toolkit



# 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 2017 more than 300 individuals participated, raising more than \$220,000. This year, with your support, we are hoping to raise \$230,000 in support of BORP's life-changing sports, fitness and recreation programs for people with physical disabilities.

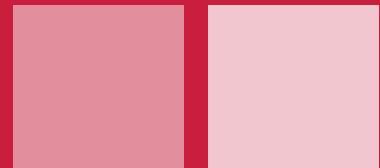
The REV takes place in one of the most gorgeous cycling landscapes in the world—Sonoma Wine Country! All the routes are fully supported and offer breathtaking views of vineyards and the rolling Sonoma countryside. After the ride, we all come together for a post-ride celebration at the picturesque Clos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

## WHO RIDES THE REV?

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.

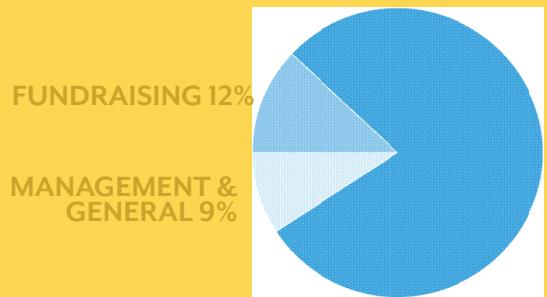
## THE FESTIVAL

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 and beer, music, and a brief program. A dedicated team of massage therapists offer free massages all day for riders, festival-goers, and guests!



# 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



## BORP'S IMPACT

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

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

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

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

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

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



# 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 BORP, you can also win great prizes for your fundraising efforts.

### Money Raised

\$400 - \$749

\$750 - \$999

\$1,000 - \$1,999

\$2,000 - \$2,999

\$3,000 and over

### Prize

Festival Admission + REV T-Shirt

Festival Admission + REV T-Shirt + \$60 gift card

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

Festival Admission + REV T-Shirt + \$175 gift card

Festival Admission + REV T-Shirt + \$250 gift card

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



BORP Executive Director Rick Smith presenting Will Randleman with the Fundraising Grand Prize at the 2017 Revolution: A basketball autographed by the Golden State Warriors. Will, who rode a bike for the first time at BORP's Adaptive Cycling Center following a spinal cord injury, raised nearly \$13,000 for his Revolution ride.



# GETTING STARTED: 7 STEPS TO EFFECTIVE FUNDRAISING

## STEP 1: 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 2: UPDATE YOUR FUNDRAISING GOAL

Your fundraising goal can be set to the minimum fundraising requirement (see page 5) or more! You can always start with a smaller goal and then raise it later, once you start getting close to meeting it. And with the tips and resources in this document, it won't be hard to reach the minimum.

## STEP 3: 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 4: SEND EMAILS

Send emails and the money will follow! Develop a list of contacts, starting with family and friends. You can then add others such as colleagues and other people you know. After you have your list, write a brief email explaining why you are riding and how supporting your ride and BORP will benefit people with physical disabilities. BORP's adaptive sports and recreation is a great cause and your contacts will want to support you and BORP. You can use our templates and edit them as you want. (See email tips and resources on pages 7-9.)

## STEP 5: SHARE UPDATES REGULARLY ON SOCIAL MEDIA

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

## STEP 6: 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 7: 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.

# TEAMS

## EVERYTHING'S MORE FUN 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.
- Make a donation to your own fundraising page. It helps 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!



# CORPORATE TEAMS

Participating in the Revolution is a great way to develop a fun and exciting atmosphere within your organization while doing something good. By creating a team, you are able to build camaraderie among you and your colleagues as everyone works towards the ultimate goal of supporting athletes with disabilities!

## HOW TO BUILD YOUR TEAM

1. Find an employee who will serve as Team Captain and point of contact for members of the team. The Team Captain will manage your team's fundraising page and work with BОРР staff who will share fundraising tips and ideas to build and motivate your team.
2. Every participant registers online for The Revolution at [www.borp.rallybound.com](http://www.borp.rallybound.com). Your company can pay part or all of each team member's registration fee (\$50) which will go toward their fundraising goal.
3. Find out if your company will match all or a portion of funds raised by each participating employee.
4. Host a recruitment/registration party for your team during/after work hours. You can invite a BОРР staff member to attend and share more about the benefits of participating in the Revolution!

## HOW YOUR COMPANY CAN SUPPORT YOUR CORPORATE TEAM AND THE REV

- Cover your team's registration fees**
- Match all or a portion of the funds raised by the team**
- Become a Revolution Sponsor**
- Encourage employees who aren't riding to volunteer at the Revolution (Volunteers attend the event for free!)**

"SA Photonics has been involved with BОРР for several years. The Revolution is our largest fundraising project each year. We are thrilled to support the great work that BОРР is doing in our community. Go BОРР!!!” -SA Photonics



## 2018 SPONSORSHIP OPPORTUNITIES

For more information on becoming a Corporate Sponsor of the 2018 BОРР Revolution Ride or to discuss customized options, contact Betsy Dorsett: (510) 225-7035 or [betsy@borp.org](mailto:betsy@borp.org)

# SENDING EMAILS

## SEND PERSONALIZED EMAILS

The most effective online fundraising campaign is a personal one. People want to support those causes you are passionate about. So, use the templates we provide in this toolkit and on the Revolution website to share your personal reasons for raising money for BORP and riding in the REV.

## COMMUCATE 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.

## DON'T FORGET TO SAY "THANK YOU!"

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

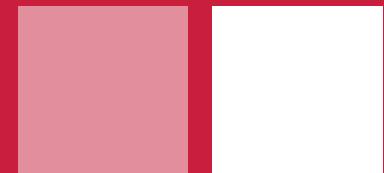
## SEND A POST-EVENT EMAIL

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



Annie Kaferle registered for the 2017 Revolution and in less than 24 hours she'd raised over \$700. Here's her secret:

"I sent an e-mail to my friends and family with the link to my personal fundraising page – riffing on what BORP provided with a little personal blurb about why I chose to support BORP ... Including the link to my fundraising page made it easier for people to donate – and quickly! I'm pretty lucky to have such generous friends and family that are willing to donate to a cause that I am interested in!" -Annie Kaferle





## 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 the BORP Revolution Ride and Restival ride this year. The Revolution is a cycling fundraiser benefiting BORP (Bay Area Outreach & Recreation Program). BORP is a Berkeley, CA -based nonprofit with a mission to improve the lives of youth and adults with physical disabilities through sports, fitness and recreation programs. BORP's programs are game changers for their participants and help people with disabilities gain skills and confidence that lead to success in school, work, and life.

On September 22, I will be riding **[10, 25, 45, 65]** miles on Sonoma County's picturesque back roads along with BORP 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/xxxxxx>. **[Use your unique URL]**

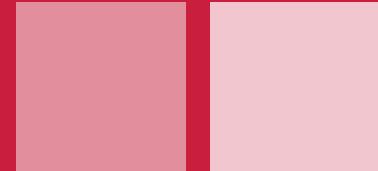
You can also mail checks to BORP (just reference my name in the memo). Make checks payable to: "BORP" and mail to:

BORP  
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).



# SAMPLE FOLLOW-UP EMAIL

Dear [First Name],

I need your help! As you know, I have signed up to ride in BORP's Annual Revolution Ride and Festival, a fundraising cycling event benefiting BORP (Bay Area Outreach & Recreation Program). BORP's adaptive sports and recreation programs are game changers for the people with physical disabilities and visual impairments who participate and I want to help in BORP's efforts to change lives for the better **[Consider sharing your own 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/xxxxxx>. **[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 real 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.

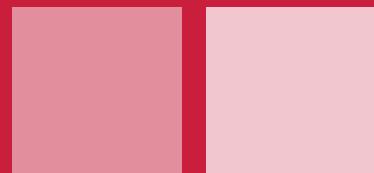
Sincerely,

**[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).



BORP Participant Bridget Donohoe and her mom, Maureen, trained all summer for the Revolution and raised nearly \$1,500 in support of BORP. Their Revolution Ride was their longest bike ride together ever.





## SOCIAL MEDIA: THE BASICS

Social media is another great way to reach out to your network to ask for donations. Here are a few ideas for how you can use Facebook, Twitter, and/or Instagram 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 members 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.

### ALWAYS INCLUDE A LINK

Updating your personal page with information about why you are participating in the REV 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

## MORE IDEAS TO TRY

### UPDATE YOUR FRIENDS ON YOUR PROGRESS

"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..