

The 2014

**BORP**

12th Annual

# REVOLUTION

*Ride*

A CYCLING FUNDRAISER SUPPORTING ADAPTIVE SPORTS AND RECREATION PROGRAMS

Raise \$\$\$

Ride 

Revel 

The  
**REVOLUTION**



**September 27, 2014**

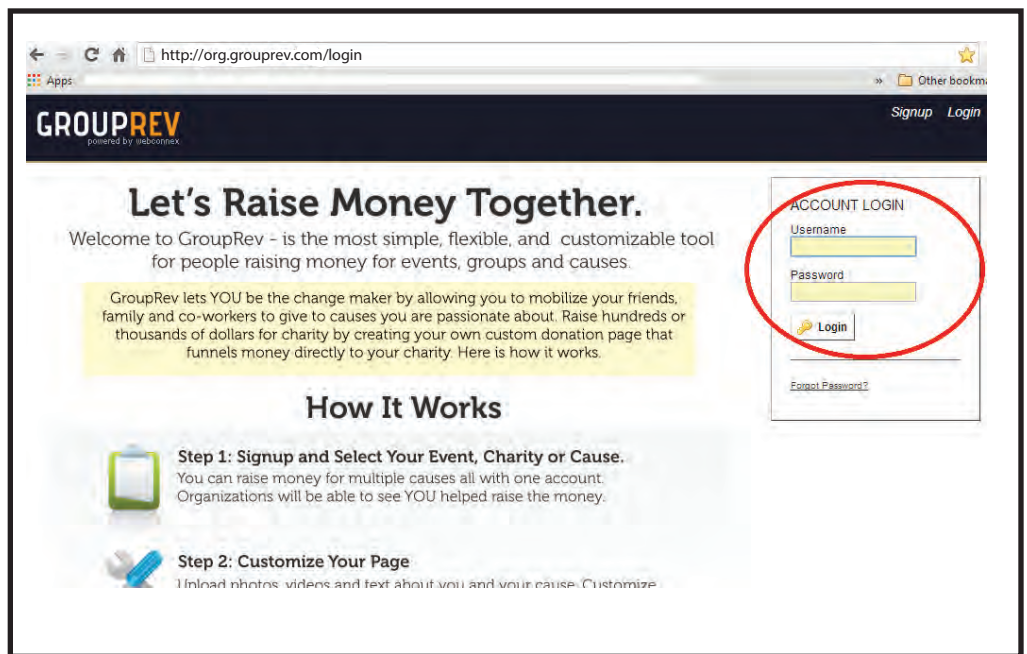
## 2014 BORP Revolution Fundraising Quickstart Guide



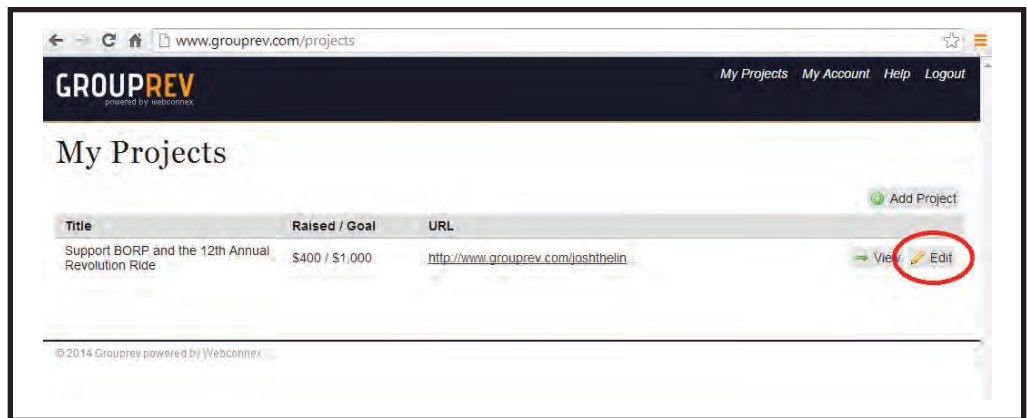
Use this guide AFTER you have built your Rev fundraising page at:

<http://org.grouprev.com/signup/borprev2014>

After you have created your Rev fundraising page, you can login to edit your page at <http://org.grouprev.com/login>. Enter your Username (or the email address you used when you created your page) and your Password.

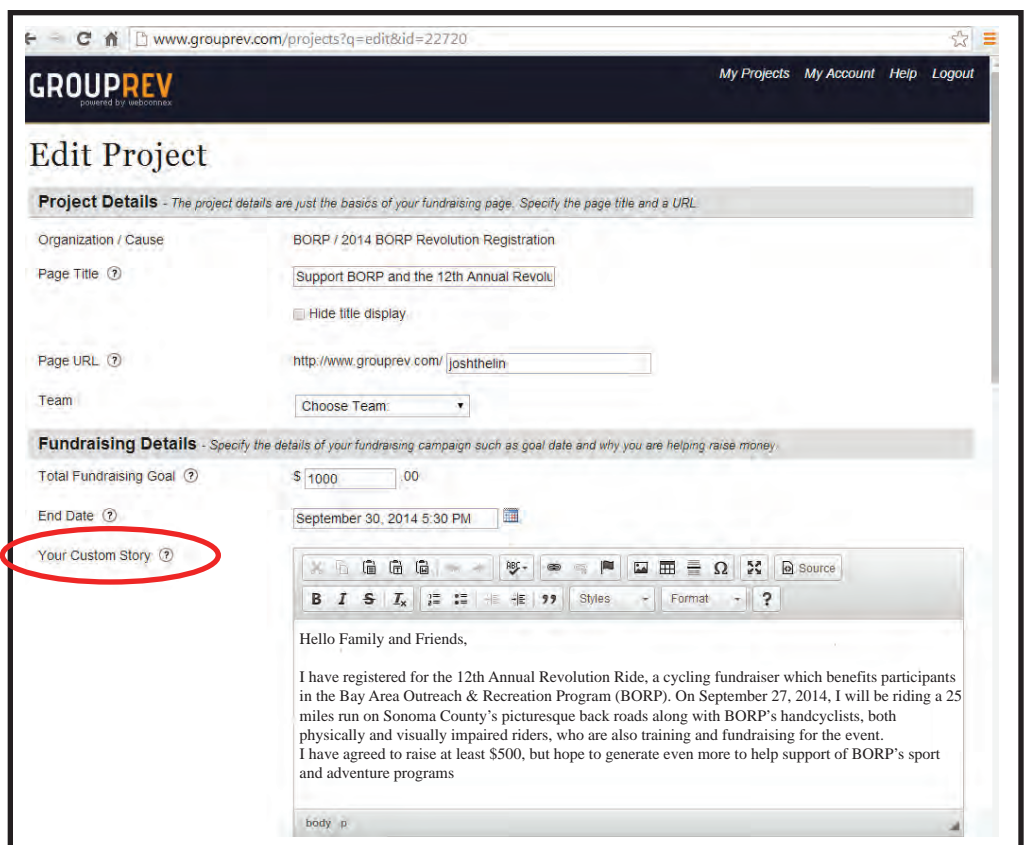
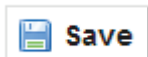


Once you've logged in, click the "Edit" button at the far right.



Inside the "Edit Project" area you can adjust your Fundraising Goal, join a team and most importantly: write your Custom Story. Research shows that participants who update their fundraising page with personal information generally raise 3-4 times as much as those who leave the generic information untouched. So be sure to personalize your fundraising page!

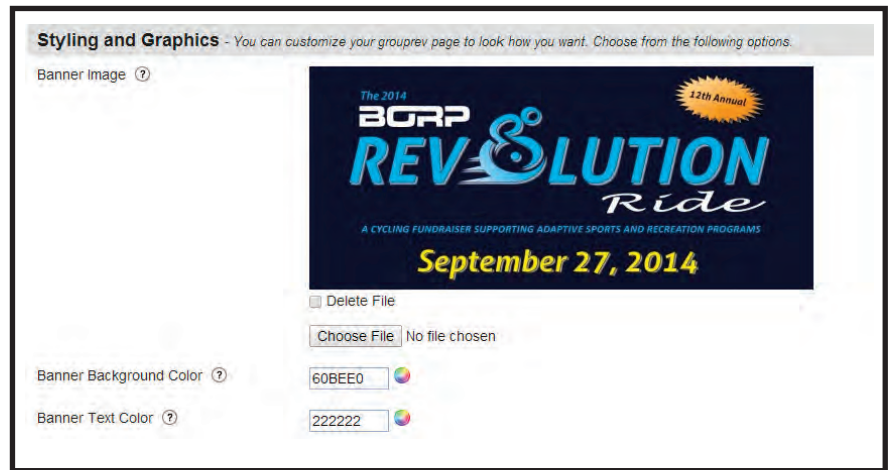
Be sure to click the Save button at the bottom of the Edit Project page after making any changes.



**NOTE:** After you click Save you will be taken to your Fundraising page. To return to Edit mode click "My Projects" at the top of the page, then the Edit button again on the next page.

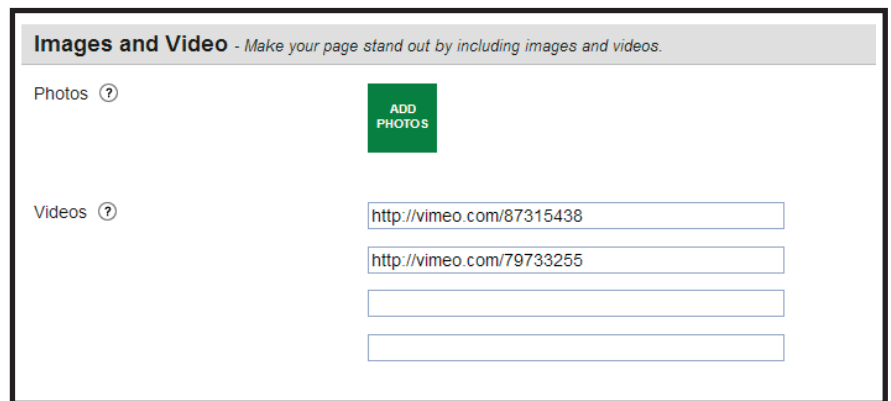
You can add your own Banner Image to appear at the top of your fundraising page, or remove the default image.

Here's an example from a 2014 participant's page:



To upload photos simply click the green "ADD PHOTOS" button and upload your own images to your page. File formats allowed: .jpg, .png, .gif

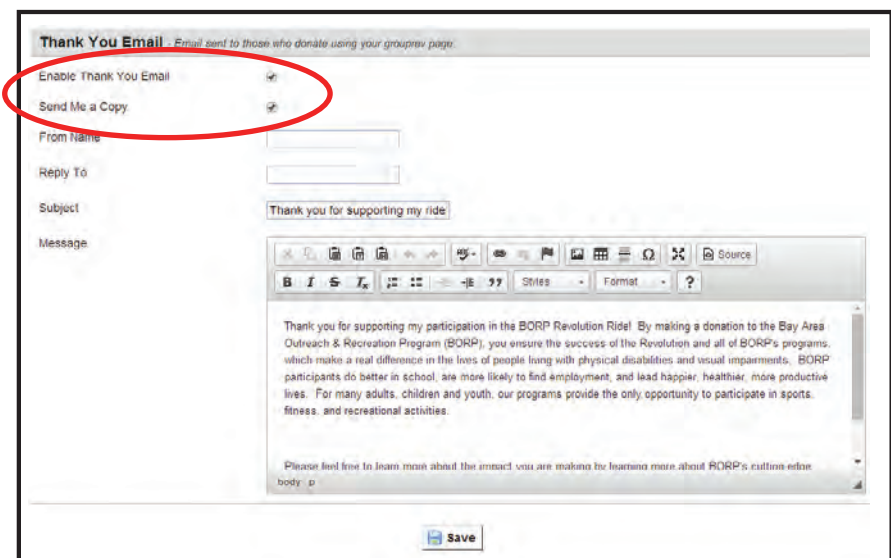
If you have videos on YouTube or Vimeo you'd like to display on your page, you can paste the URLs in the boxes under Videos.



We strongly recommend that you customize the Thank You Email section. This message will be automatically emailed to people who donate through your page only if it is enabled!

To be notified via email when you receive a donation through your page, check the "Send Me a Copy" box. If a donor chooses not to display their name next to their donation on your page, this email is the ONLY way to know who donated to you!

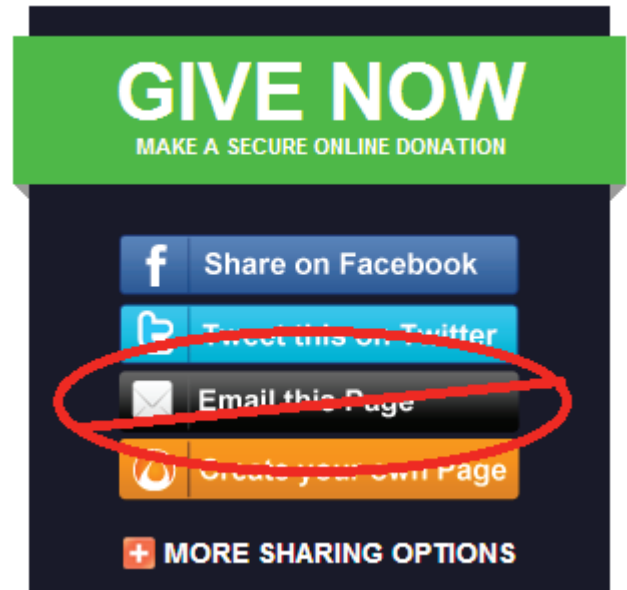
After customizing your thank you email, click "Save".



Once you've finished editing your page and you've clicked Save, you'll see your page with all the changes you've made.

**A note on the Email this Page function:** We don't recommend using this feature as it is not always reliable. This is especially true for people with Yahoo and AOL email addresses.

Instead, simply send your appeals through your own email client. Just remember to paste your unique fundraising page URL in your email!



## Fundraising Tips

Now that you've personalized your Fundraising Page here four steps to follow to Revolutionize your fundraising!

### **STEP 1 - SET A GOAL**

Take a minute to set a reasonable goal. So, what's a reasonable goal? Let's work through that question together...

For the 2013 BORP Revolution Ride, the average donation amount made to fundraisers was \$78. For the sake of nice round numbers, let's assume that you will receive gifts that average to \$75. The next question is... how many gifts will you receive? Can you engage 10 people to make a donation? 20? 100? Take a minute to brainstorm individuals you can ask to support your fundraising efforts (i.e. friends, neighbors, family, your whole holiday card list) and write their names down.

### **STEP 2 - MAKE A PERSONAL DONATION**

It's important that you show your commitment to the Rev before asking others to join you in supporting the cause. The amount doesn't matter, but the gesture does.

Take a minute to kickstart your fundraising efforts by making a donation to yourself. Go to your fundraising page, click the Give Now button and complete the donation process.

### **STEP 3 - SHARE YOUR FUNDRAISING PAGE! IT'S AS EASY AS A,B,C...**

- A. Cut and paste "Your Personal Fundraising Link" into an email.
- B. Send that email to your friends, family and coworkers asking for support and directing them to your personal fundraising page.
- C. Share your link on Facebook, Twitter, and your other social mediums.

### **STEP 4 - FOLLOW-UP AND SAY THANKS**

Your first email to potential donors shouldn't be your last. Send follow-up messages to those who don't respond, so people who may have missed your first message get a second chance to donate.

Don't forget to say thank you to those who have joined you in supporting BORP. Send an email or handwritten note, or call your supporters—they'd love to hear your voice!

<b>How to Raise \$500 in SEVEN Days</b>		
<b>DAY 1</b>	Sponsor yourself	\$25
<b>DAY 2</b>	Ask FOUR family members to support you for \$25 each	\$100
<b>DAY 3</b>	Ask FIVE friends to donate \$20	\$100
<b>DAY 4</b>	Ask FIVE friends to contribute \$20	\$100
<b>DAY 5</b>	Email FIVE co-workers and ask them to give \$15	\$75
<b>DAY 6</b>	Ask your boss for a company contribution of \$50	\$50
<b>DAY 7</b>	Ask TWO businesses you frequent for a \$25 donation	\$50
		<b>TOTAL \$500</b>