



BORP 
REVOLUTION
RIDE & FESTIVAL

2019 **FUNDRAISING**
TOOLKIT

Welcome!

Thank you for signing up to ride in the Revolution! By registering, you've committed to much more than a bike ride. You've become an important member of the BORP community.

Riders in the Revolution raise the funds to keep BORP's programs running—programs like adaptive cycling, youth wheelchair basketball, exercise classes for people with spinal cord injuries, among many others.

This fundraising toolkit provides you with the tools you need to meet your fundraising commitment. We are confident that if you follow the steps laid out here, you'll meet and exceed your fundraising goals...and have fun in the process.

Thank you so much for making this commitment!!

“ I was surprised at how easy it was to reach my fundraising goal. With their tips, materials and other support, BORP showed me how. Not only did I feel good about the cause I was supporting, but I had a blast doing the ride!”

-Revolution Participant

About BORP

At BORP, people with physical disabilities engage in sports and recreation at all levels, from competitive team sports to recreational activities and outings. Participants gain confidence and independence. They learn new skills, create social connections, and improve their health and overall well-being. We serve more than 1,000 children, youth and adults each year.

Impact

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


88% of all participants report an increased sense of well-being

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

76% of all participants report exercising more frequently

“BORP has given me my active life back. I cannot overstate how important it’s been to my physical, mental, and social well-being.”

-Anonymous BORP Participant



“ The first time I went to wheelchair basketball, I was suddenly in a room full of kids who were like me. I realized I wasn’t the only disabled kid on the planet. It changed my life.”

- Youth Participant



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Fundraising Commitment

When you register for the REV, you commit to raising funds to support BORP. The non-refundable rider registration fee counts toward your minimum along with all donations you obtain.

Participants are required to guarantee the minimum pledge amount upon registration. If the minimum is not met by the day of the event, you can pay the remaining balance at check-in.

Adult Rider Fundraising Minimum: \$400

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

Youth under Age 8*: No Minimum Requirement

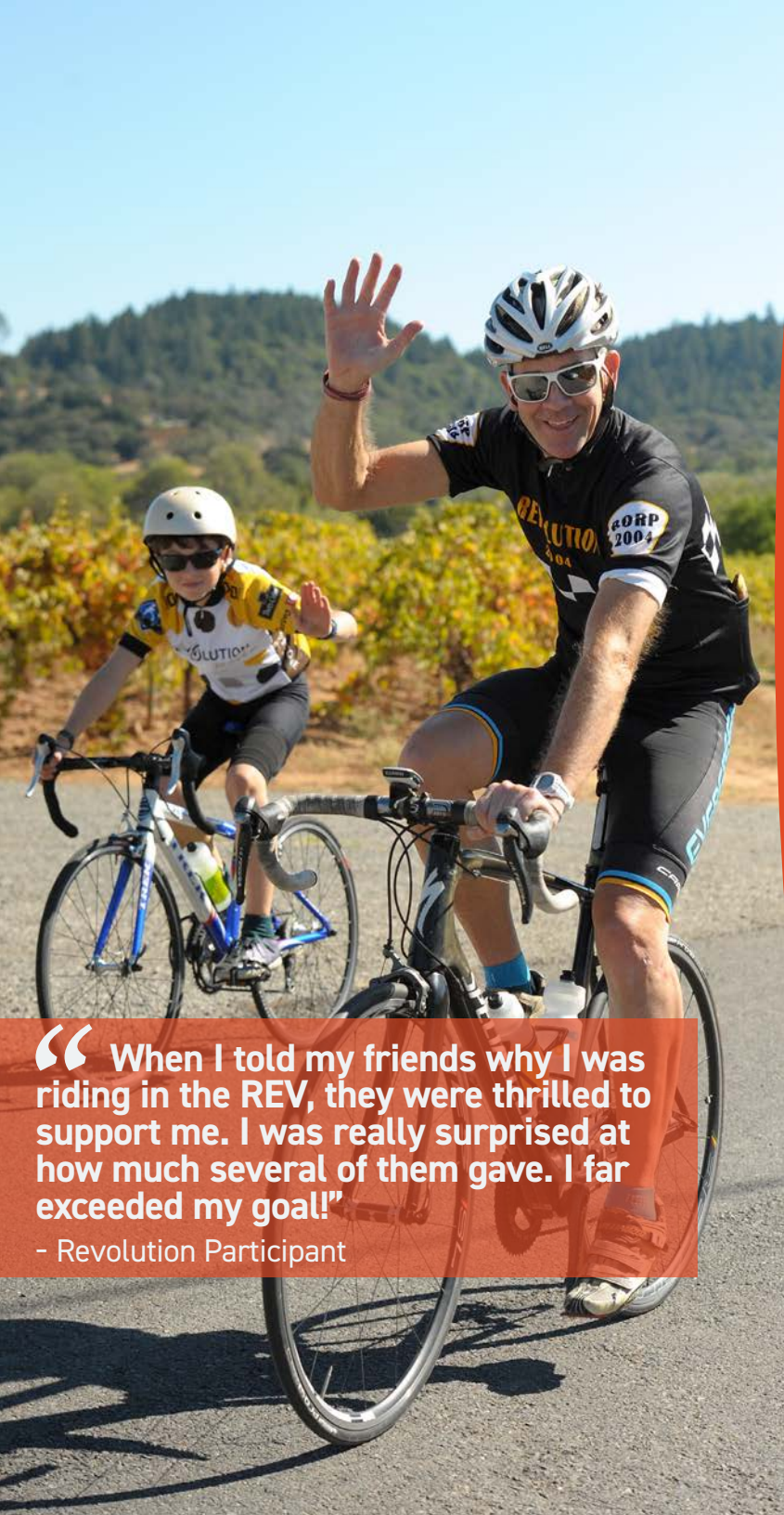
Virtual Rider Fundraising Minimum: \$200

*All riders under 18 must be accompanied by an adult.

Fundraising Prizes

We offer prizes for reaching the following goals:

\$400 - \$749	Festival Admission + REV T-Shirt
\$750 - \$999	Festival Admission + REV T-Shirt + \$60 gift card
\$1,000 - \$1,999	Festival Admission + REV T-Shirt + \$100 gift card
\$2,000 - \$2,999	Festival Admission + REV T-Shirt + \$175 gift card
\$3,000 and over	Festival Admission + REV T-Shirt + \$250 gift card
Grand Prize for top individual fundraiser: TBA	

A photograph of two cyclists riding on a paved road. In the foreground, a man in a black cycling jersey with "REVOLUTION" and "BORP 2004" on it, a white helmet, and sunglasses is waving. Behind him, a younger cyclist in a yellow and white jersey is also riding. The background shows a vineyard and hills under a clear blue sky.

“ When I told my friends why I was riding in the REV, they were thrilled to support me. I was really surprised at how much several of them gave. I far exceeded my goal!”

- Revolution Participant



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20 Tips for Fundraising Success

1. Start Now!

The earlier you begin fundraising, the easier it will be to meet your goal.

2. Make it Personal.

In all your communications about your ride in the REV, make sure people know why it matters to you—that's what they care about most. Customize your fundraising page by uploading photos and sharing your story about why you're riding in the REV & raising money for BORP.

3. Make the First Donation.

By making the first donation on your page, you'll show your commitment and set the benchmark for supporters.

4. Send Emails Asking for Support.

Using the templates we provide, reach out to your contacts. It's best to start by emailing those who are closest to you. This will help build your fundraising momentum. Then reach out to more distant contacts for support. Find the templates in your rider dashboard by [logging in here](#).

5. Add an Email Signature.

Create a signature in your email that asks people to support your ride in the Revolution and provides a link to your fundraising page. [Find resources here](#).



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20 Tips for Fundraising Success

6. Post on Social Media.

Ask for support by posting on your Facebook, Instagram, Twitter or other social media accounts.

[Find our pre-made social media postings here.](#)

7. Follow BORP on Social Media & Share.

When you follow BORP (@borp_org) on [Facebook](#), [Instagram](#), and [Twitter](#), you get the latest news about our programs. Share these with your friends and followers, along with your comments about why you're supporting BORP and a link to your fundraising page.

8. Ask Contacts to Share your Fundraising Posts.

When your friends, family and others share your fundraising posts on social media, this will greatly amplify your ability to raise funds and reach your goal.

9. Update People on Your Progress.

Emails and social media posts are easy to overlook. People may forget to respond the first time they see them. Keep people up to date with your progress as you hit milestones (50% raised; 75% raised, etc.), and ask supporters to help you hit the next milestone.

10. Always Include a Link.

Whenever you send an email request or post on social media, make sure you include a link to your personal fundraising page. Make it easy for people to click and give!



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20 Tips for Fundraising Success

11. Update Your Fundraising Goal.

You can always raise your goal when you get close to meeting it.

12. A Picture is Worth a Thousand Words!

Post pics or videos of yourself training for the REV. Friends and family will be more likely to give when they see how committed you are!

13. Offer a Match.

Challenge friends and family by offering to match their donations up to a specific amount.

14. Hold a Party.

This is an easy and fun way to raise money. Invite people over for beer and pizza, a barbeque, a poker game, or a trivia night. Collect donations and hang out with friends at the same time.

15. Ask People to Support You in Honor of a Birthday, Anniversary or Other Important Personal Milestone.

Let people know that you'd like them to help you celebrate by supporting your ride.



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20 Tips for Fundraising Success

16. Corporate Matching Gifts.

Ask your employer to match donations you receive from your coworkers.

17. Say Thank You!

Personal thank you notes or emails are great ways to show your appreciation. Posting shout-outs and thank yous on social media not only gives recognition to your supporters, but it also inspires others to give.

18. Make Sure Your Supporters Know Their Gift is Tax-Deductible.

BORP is a 501 c 3 nonprofit, so all donations are tax-deductible.

19. Start a Team.

If you want to super-charge your fundraising, recruit friends, family or coworkers to a Revolution Team. Set a team goal. Train together. Check out the next page for more information on REV teams.

20. Don't be Afraid to Ask.

Remember, when you ask for donations, it's not for you personally. It's to support an important cause. BORP's adaptive sports & recreation programs serve more than 1,000 children, youth and adults with disabilities every year. Over and over, our participants tell us how much our programs transform and enrich their lives.

Teams: It's More Fun With Friends!

Raising money and training for the Revolution is more fun in a team. You and your friends, coworkers, or family can create team fundraising pages. It's easy!

Here are some tips to help you raise more funds as a team:

- Get together with your team and hold a trivia evening or other social event. Invite friends, tell them why you're supporting BORP, and ask them to donate.
- Set weekly or monthly targets for each team member to spread the word and to keep the fundraising momentum going.
- Schedule team training rides and share pictures on Facebook or Instagram to let everyone know how your training is going and how committed you are to this cause.
- Donate to the cause yourself to show potential supporters what this means to you.
- Email your team fundraising page to at least 30 of your friends. Reach out to everyone in your networks!
- Ask your employer to sponsor you or your team or see if they have a matched giving program.



At the 2017 Revolution Ride & Festival, the KB All Stars rode in memory of longtime BORP participant and supporter, Kathryn Black (KB). The team of KB's friends and family members raised over \$17,000 in her honor and spent the day celebrating KB, who hadn't missed a Revolution in 14 years.



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Sample Email

If you need 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 know, I'm participating in the Revolution Ride & Festival this year. The Revolution is a cycling fundraiser benefiting Bay Area Outreach & Recreation Program (BORP). BORP improves the lives of youth and adults with physical disabilities by providing sports and recreation programs like wheelchair basketball, adaptive cycling, sled hockey, and group fitness classes for people with spinal cord injuries. BORP enriches the lives of more than 1,000 participants every year.

I will be riding (**choose appropriate distance: 10, 30, 45, 70**) miles in Sonoma County.

My goal is to raise (**insert goal**) to support BORP's programs. (**Here consider inserting a few sentences about your experiences with BORP and why participating in the REV is important to you**).

Please support me by making a tax-deductible donation of (**insert amount**). You can make a secure online donation by clicking on the DONATE button on my fundraising page at: <https://borp.rallybound.com/xxxxx> (**use your unique url**).

You can also mail in a check, payable to "BORP." Put my name in the memo line. Mail checks to:

BORP
3075 Adeline Street, Suite 200
Berkeley, CA 94703

Thank you so much for your support!

Sincerely,

Your name

P.S. To learn more about BORP and the Revolution Ride & Festival, go to 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 BORP's Revolution Ride & Festival, a cycling event that raises funds to support Bay Area Outreach & Recreation Program (BORP) because **(HERE SHARE YOUR REASONS FOR RIDING IN THE REV)**.

My fundraising goal is **(insert goal)** and so far I have raised **(insert amount raised)**. Please donate and help me reach my goal. All the money raised goes directly to support BORP's adaptive sports and recreation programs for youth and adults with physical disabilities.

To donate, please click on the "Donate" button on my personal fundraising page at <https://borp.rallybound.com/xxxxx> **(use your unique url)**, or mail a check with my name in the memo to BORP at 3075 Adeline Street, Suite 200, Berkeley, CA 94703.


Your donation will have a major impact on the lives of people with physical disabilities and will also help me meet my commitment to this awesome organization.

Thank you so much for your support!

Sincerely,

Your name

P.S. If you would like to learn more about BORP and the Revolution Ride & Festival, go to www.borp.org

A photograph of two women riding adaptive bicycles on a paved path. The woman on the left is wearing a white helmet, sunglasses, a white long-sleeved shirt, and blue shorts. The woman on the right is wearing a blue helmet, a white jacket, and black shorts. They are both smiling and looking towards the camera. The background shows green trees and a clear sky.

BORP participant Bridget Donohoe (right) and her mom, Maureen, trained all summer for the Revolution and raised nearly \$1,500 to support BORP. Their Revolution ride was their longest bike ride ever.



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Social Media and Email Resource

Social Share Images

Click an image below to view the full size and download.



Email Signature Images

Click an image below to view the full size and download. To use as your email signature, link the image to your personal fundraising page

