

# Wheels for Easter Seals Ride Program

to benefit



**Easter Seals  
Blake Foundation**

Ride in honor of an ESBF child, family or individual as you meet your own challenges, bringing hope and help to someone with special needs.

## **Fundraising Tools & Tips**

### **How do I get started?**

1. Register at [www.esbfeltourdetucson.org](http://www.esbfeltourdetucson.org) to ride!
2. Set a Fundraising Goal!
3. Set up your Personal Online Fundraising Page (p.2)
4. Share your story! Share your ambassador's story!  
Explain why you are riding & fundraising! (p.3)
5. Spread the Word! Ask people to support you! (p.4)

# HOW TO CREATE YOUR FUNDRAISING PAGE!

Each person who registers for Wheels for Easter Seals Ride Team for El Tour de Tucson can create a personal web page for fundraising. Log in at [www.esbfeltourdetucson.com](http://www.esbfeltourdetucson.com) and click on “Register Here.”

Once you have registered—click Build/Edit my Webpage, under My To Do List.

The screenshot shows the user interface of the EsbFeltourdetucson.kintera.org website. The page is for Jennifer Turner, participant ID 400686209. The navigation tabs include My HQ, My Webpage, Email, Reports, Tools, Community, Knowledge Game, and Gadgets. A red arrow points to the 'My To Do List' section, which contains the link 'Build/Edit my Webpage'. The main content area displays 'El Tour de Tucson' with fundraising statistics: My Fundraising Goal: \$1,000.00, Money Raised to Date: \$0.00. There are also email statistics and a Facebook social fundraising button.

## Personalize Your Page!

- Upload an image (can be you! can be your ambassador!)
- Upload a video!
- Create a Caption to highlight your efforts!
- Use the tools on the beige tabs to help you succeed!

## SHARE YOUR STORY!

## SHARE YOUR AMBASSADOR'S STORY!

### **1. Make it clear why you are raising money.**

You are raising money to help the families, individuals and children ESBF serves.

### **2. Ask for a specific dollar amount rather than letting the donor decide.**

Fundraising is not a one-size fits all effort. Asking for a specific amount works best when you know the person fairly well. Think about your donor, and then ask for an amount that is a stretch, but not impossible.

### **3. You have to ask for money to get money.**

Your friends, family and colleagues may not even know you are riding! Let them know you are participating in this event and you would like their support! They can't give if they don't know!

### **4. Make it as easy as possible for someone to give you money.**

Use your Email Tool from your Personal Online Fundraising Page!

If you are talking to someone directly, offer to take their donation right then and there. If you download Fundraise with Friends app to your smartphone, then select this event and log-in, you can take credit card donations through your phone!

Make yourself available—return calls, send emails to people you have asked!

# SPREAD THE WORD!

## 1. Use your Personal Online Fundraising Page to get started!

Upload your contact list and send an email to all your friends, family and colleagues inviting them to support your ride!

## 2. Who Should I Ask? Everyone!

Aunt	Friends	Dry Cleaners	Yard man
Neighbors	Co-workers	Priest	Vendors
Doctor	Veterinarian	Church members	Grandma
Coach	Hair Stylist	Uncle	Grandpa
Waitress	Florist	Spouse	Roommate
Banker	Teacher	Best Friend	Dentist
Rabbi	Postman	Cousin	

## 3. The most important thing you can say is THANK YOU!!

Whether someone tells you yes or no, you have the ability to accomplish something with a "Thank You." You can either acknowledge their generosity and support, or you can leave the door open for next week or next year. Either way, you win and so does ESBF!

