



# Fundraising Tools & Tips



## How Do I Get Started?

1. Register at [www.wheels4easterseals.com](http://www.wheels4easterseals.com)
2. Set a fundraising goal
3. Set up your personal online fundraising page
4. Share your story, share your ambassador's story, and/or explain why you are riding and fundraising
5. Spread the word and ask people to support

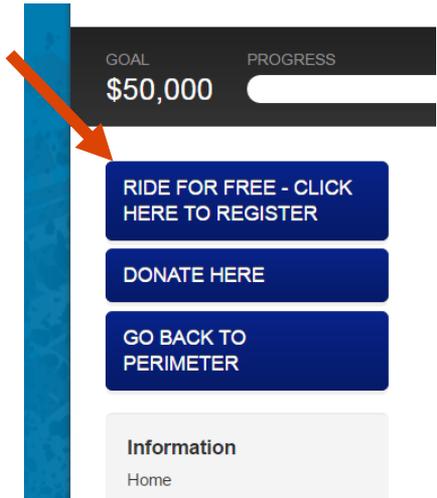
### *Questions?*

Contact Carrie Durham at  
[cdurham@blake.easterseals.com](mailto:cdurham@blake.easterseals.com)  
or (520) 327-1529 x 124.

# How to Create Your Fundraising Page

Each person who registers for the Wheels for Easterseals Ride Team for El Tour de Tucson can create a ***personal web page for fundraising.***

To register, visit **[www.wheels4easterseals.com](http://www.wheels4easterseals.com)** and click on ***“Ride for Free-Click Here to Register”*** on the left-hand side.



## Personalize Your Page

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



**Some inspiration- Gary Heinfeld, our 2016 Wheels for Easterseals top fundraising cyclist, raised \$12,345.00!**

## Share Your Story and/or Your Ambassador's Story

- 1. Make it clear why you are raising money**  
You are raising money to help the children, families, and individuals EBF 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. Download the Fundraise with Friends app to your smartphone, then select this event and log-in to allow you to take credit card donations on your phone!

***Make yourself available—  
make calls and 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!**

Spouse, Parents, Teachers, Physician, Priest, Rabbi, Florist, Grandparents, Extended Family, Dentist, Dry Cleaner, etc! Your donors are all around you.

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 acknowledge their generosity and support and leave the door open for next week or next year. Either way, you win and so does EBF!



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