

Tour du Rouge

Houston to New Orleans



Personal Fundraising Guide

Develop Your Story

- Write down some talking points, build your strategy in making an “ask”, and edit the points down to be precise
- Be enthusiastic while you give a 30 second summary of your efforts and reasons for joining the Tour du Rouge
- Hook your potential donor’s interest (maybe you know what the person likes and can accommodate your pitch to their interests)
- Stay updated on the Tour so that you may answer any questions
 - regularly visit www.tourdurouge.org and check your phone and emails regarding any updates on the Tour
- Know who the Tour du Rouge ultimately benefits (Red Cross clients affected by disasters all along the Gulf Coast from Houston to New Orleans)
- Know specific facts about the Red Cross, the 7 Chapters and the Tour du Rouge
- Do not be afraid to make the ASK:
 - Make it about you specifically (your goals, etc.)
 - Make it about the big picture (the thousands that will benefit from your fundraising)

Be Creative

- **Create personal** letters, emails with photos, documents, flyers, or even print information on the back of your business cards (etc.)
- **Use a variety of networks:** workplace, place of worship, neighborhood, community groups, coworkers, service providers (dentist, doctor) immediate and extended family, computer networks, sports clubs, friends, or even regularly attended businesses/shops

- **Get organized:**
 - create your list of possible donors, and their contact information
 - set goals for yourself and commit to them
 - make reminders for yourself - emails/post-its/calendars/alarms
 - Keep a record of your progress through a **timeline**. In using a timeline, you can encourage yourself to pursue higher goals, or faster results.
- **Create a fundraising event of your own:** invite as many people as you can, show that each donation matters, or work with another cyclist to organize a co-fundraising event or group fundraising event of your own

Examples for your own event:

- cook-off
- bake sale
- silent auction
- dinner party with a (ex. \$50) donation fee
- hold an event at your work place during lunch hours, or after hours
- set up a donation jar at a restaurant
- organize a fun networking event where the cover charge goes toward your goal
- Plan all of these and your days of fundraising would be over very quickly!!!!

How to spread the word via the computer

- Send an eCard to your friends about your involvement, and invite people to any events that you set up (put the Tour du Rouge logo in the eVite)
- Put the Tour du Rouge logo your wallpaper on your computer screen and add the logo underneath your signature in your emails
- If you use a social networking website (i.e. Facebook, Myspace), use the Tour du Rouge logo as your profile picture or background
- If you have your own website, post a Tour du Rouge banner on your site; and, forward the logo to everyone you know who has a website and ask them to post it. Remember to have the URL click back to www.TourduRouge.org
- Add a link to the video or the photos of Tour du Rouge 2009 in your emails, on your profile, or even on a website. Maybe even create your own promotional video, and attach this to emails, or on your fundraising page. A

direct message from you shows potential donors that you are serious about the Tour.

Logos, photographs, video, and flyers will be provided upon request.

Photographs of Tour du Rouge 2009: <http://tourdurouge.shutterfly.com/>

Video of Tour du Rouge 2009: <http://vimeo.com/4905012>

Other Ideas

Resources:

- Refer to the Acitve.com instructions for personalizing your fundraising page.
- Start your own research on how to end up with great fundraising results
- The more you share your story, progress, and outcome with people who have donated, the more likely they will donate toward your next fundraising event (people like to feel as though they are part of the process, not just wallets, so show them that they matter to you)

<http://www.fundraising-ideas.org/DIY/>

<http://www.fundraiserhelp.com/>

<http://www.fundraiserinsight.org/ideas/>

<http://www.fundsnet services.com/fundrais.htm>

These are to get you started, and there are many other resources available to you online. Just search “fundraising tips” in a search engine.