



WHITNEY CLASSIC FUNDRAISING SUGGESTIONS AND TIPS

The minimum pledge amount per rider (solo or team member) is \$700. In past years some solo riders have raised \$15,000 or more! The teams have been able to raise more since each rider raises \$700.

Many of us shy away from raising funds because we do not know how or do not think we can. We have included a bunch of ideas that we use in our Whitney Classic fundraising. We have coached many riders over the years and those that follow these suggestions have done well.

Here are some suggestions that may help you raise funds.

Pre-work (Start early)

1. Set your goal. \$700 is easy - 23 friends at \$30 each or 14 friends at \$50 each. Aim high.
2. Make a list of friends, associates, family, vendors, etc. . . who you want to give an opportunity to support your efforts. Remember, you are not asking for you. You are giving them an *opportunity* to support a good cause and your efforts in the Whitney Classic. We recommend sending to 50-150 people if you can. This list can be a running list, compiled as you think of folks over weeks or months.
3. Draft a letter and reply card that will reflect who you are. Make it fun, upbeat, and funny if you like. Be clear about what you are asking them to do.

Send a letter - The simple way to start

1. Finalize the letter - Edit, proof, reproduce the letter.
2. Address the outside envelopes. Hand addressing is best. Labels are okay and setting your names up on the computer this year will save you time next year.
3. As you design your reply card, have specific amounts they can check and an "other" spot for fill in amounts. Start with higher amounts. They add up quicker, and people will select the level they are comfortable with.

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4. Stuff your envelopes: Include a *reply card* (separate or tear-off), a *Whitney flier* (if you want to, available on the Summit website via) and a *return envelope* addressed to you along with your *letter*.
5. Mail the letter by August 1, if at all possible. This will allow you a few weeks to see how the return is coming and to plan your next steps accordingly.

Follow-up and personal Contacts

1. Copy the pledge sheet as necessary and use it to keep track of your total
2. Select key folks from your list for a follow-up call to your letter. Call 1-2 weeks after you send the letter. Explain the event briefly, and ask them if they want to participate by sponsoring your ride.
3. Let them know your goal (i.e. \$5,000, \$2,500, \$600, etc...)
4. Suggest a range of amounts, not just \$25.00 (See note on reply card above)
5. You may have co-worker or neighbors that you want to call or approach even if you did not send a letter. Share with your church, friends, and co-workers what you will be doing.
6. Ask your employer to match the amount you raise.

Post-Ride

1. After the ride, gather any uncollected and/or additional pledges, and send them in to Summit Adventure (to the address below).
2. Be sure to write or call your sponsors to thank them for their support and to let them know how you did on the ride and in fundraising - even those that could not participate this time.

Notes

- ◆ If you collect cash, please write down the name and address of the donor. This is important in order for Summit to send out tax-deductible receipts.
- ◆ Please explain to any possible sponsors that the ride is to benefit Summit Adventure, a non-profit Christian wilderness program. The proceeds will be used for our general program.

Summit **adventure**

- ◆ We recommend asking for fixed-amount donations, rather than per-mile donations. This allows you to collect funds before the ride and ensures that you reach your minimum pledge amount, whether you complete the ride or not. Completing the ride is important but not as important as making the effort!
- ◆ Please try to collect all your money before the ride, and mail it to Summit Adventure: P.O. Box 498, Bass Lake, CA 93604, or bring it with you to the ride. Please be sure to total the pledge sheet amount, before you turn it in.
- ◆ Call us if you have questions or want help in your fundraising for the Whitney Classic.