

You signed up for the ride, and you may have thought, “How on earth will I raise \$3,000?” Not to worry, we’re here to help. Here’s a few ideas to get your creative juices flowing and help you decide what will work best for you. The first idea is “Tell Your Story.”

How Do I Tell My Story?

So you’re staring at the blank computer screen or piece of white paper and wondering, “How do I start?” Let’s take it one step at a time.

1. **(KISS) Keep it Simple Sam!**

Complexity in a story is not a great idea, the simpler the better. Tell people where you were, what happened and where you’re at now. End of Story!

2. **Tell Them Why**

Your story needs a clear message, a purpose otherwise it’s pointless. Include why you ride so your donors will know the benefits.

3. **Make it Real**

Ensure that your story rings true. Drop the jargon and the big words and simply speak from your heart.

4. **Use Dialogue**

Don’t tell your story completely in the third person. Repeat actual words you or someone in your story spoke. For example:

- “I realized that I had to go for it.”
- “Right then I knew that I was going to sign up.”
- “When I heard the family speak and felt their emotions, I was hooked.”
- The little girl said, “See that house over there? That’s my house. And I helped built it!”

5. **Clip Your Details**

- Start by brainstorming all of your ideas. Then walk away for a few days to let it stew.
- After a few days start up again with a fresh view and start editing.
- Keep the meat and get rid of the fluff.

6. **A Picture Paints a 1,000 Words**

Don’t forget to include pictures

7. **Polish Your Skills**

Practice telling your story in the mirror, record yourself speaking, or rehearse to a trusted friend or family member. Be prepared. When the moment presents itself, tell your story to the people you meet. Your sincerity, values and mission will entice them.

8. **Evangelize Your Story**

A really great story is repeated. Encourage your friends, family, co-workers and neighbors to share your story. People will get excited about your cause.

9. **Social Media Story Telling**

- If you love social media, tell your story on Facebook, LinkedIn, InstaGram, SnapChat, or Twitter.
- Use your phone to create a “simple” video (KISS) and put it out there! You will be amazed at how people will respond.
- Be creative! Have fun! And the story will emerge and tell itself!

Don't Forget to Ask

So you've told your story, don't forget to take the final step and ASK people to support you by donating.

"Would you be willing to support me to help build a home for a family?"

- 1. Business Cards** - We are offering you the opportunity to order business cards to help promote your fundraising. Please provide your phone#, email address and the quantity of cards that you would like i.e; 50 or 100
 - Phone#
 - Email
 - # of cards
- 2. On-Line Fundraising**
"Support a Cyclist" page – Each cyclist has a personal on-line fundraising page. Sending your donors to this page makes the process simple and easy. Be sure to add a picture and a personal message from "Your Story". If you send us a picture and a message, we can help you with this.
- 3. Personalized Email or Letter**
Make a list of everyone that you plan to contact and send a personalized email or letter. Don't be tempted to send a mass form letter. A personal message is always best to include along with Your Story and Personal Fundraising Page link.
- 4. Signature Block**
Consider adding a brief message and fundraising page link to your email signature block. Another way to remind people of your goal and ask for their support.
- 5. Paper Donation Form**
For people that don't like to donate on-line you can provide them with a donation form. They fill-in the information, pick their method of payment and either give it back to you or mail to Habitat.

Other Fundraising Ideas

Plan a fun social evening or event with family, friends and colleges.

- Poker Pool night
- Paint Nite
- Garage Sale
- Bake Sale
- Community Event
- Block Party BBQ
- Host a Concert
- Physical Challenge Event
- Quiz Night
- Corporate 50/50 draw
- Door to Door Campaign
- Ask your friends for their ideas