

## Fundraising Tips

*Here are some tips for starting Fundraising.*

### Locating your Individual fundraising page

Personal fundraising pages are set up for riders at registration. You are taken straight to your page after registration. You can then change your picture, fundraising appeal and goal (target).

To customize your page after registration, go to [www.bobbinheadcycleclassic.com.au](http://www.bobbinheadcycleclassic.com.au) then select **Fundraise** and log in with the email and password you entered at registration. Do not create a new account. If necessary, use "Forgotten password".

### Make your fundraising page personal

To customize your Individual page replace the default rider image with a photo of yourself, your friends, your team or just some great riding scenery. You can also edit the text to suit yourself or your group change your fundraising target and generally make the appeal your own.

**Remember to "Save Changes"**

### Asking for donations

Some riders are not keen to do this, but experience shows that others will respect you for giving fundraising a go and helping to make a difference in your community.

### *Share your appeal from your Fundraising page*

#### Share by clicking "Email a friend"

This email is sent straight from the system (one person at a time). The email incorporates your customized appeal. You need to add an introductory greeting line before you send

#### Share by sending a link to your page using your own email system

Select "Copy Link" on your Fundraising page, and paste this link into your normal email program and send it with a message to multiple friends in one go. When they click the link they are immediately taken to your Fundraising page where they can see your message and donate.

#### Share on your Facebook or Twitter site - click the icons on your fundraising page

Share your fundraising page using the social icons on the page, so your friends are aware of your efforts and can follow your progress.

### *Sharing your appeal elsewhere*

#### Share on your work noticeboard

Download the "Sponsor Me" poster from the Teams page and display it on your company noticeboard.

#### Share your appeal in your work Newsletter, or your work Facebook site (or both!)

Download the Event Text document and use the relevant information in your organization's Newsletter and Facebook site

#### Ask your company to back you.

Tell your company what you are doing and ask them to back your fundraising dollar for dollar. This is often seen as a credit to the company. You can describe their support on your the fundraising page and add value to your appeal.

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## Donating

**Donors can access your page from the “Donate” tab on the Bobbin Head website**

Select Donate, then Search After choosing Individual, they enter your last name, then donate.

### Ride with friends or with a team

Download and print the Event “A3 poster” or the “Join my team” poster (see below). Then pin onto your work noticeboard and invite your workmates to team up with you.

### Here are some suggestions to get started

- Make the first donation of say \$50 yourself. This sets a great example.
- Email 5 or more family or friends as follows.

*I am riding in the Bobbin Head Cycle Classic and have donated \$50 to charities, including Lifeline that work in suicide prevention. Please can you match me? Click [www.bobbo.com.au](http://www.bobbo.com.au) and search for my name under Donate. Thanks so much!*

Lifeline could be \$250 better off and that could save a life!

## Fundraising and Team documents

Download all posters and documents here:

[www.bobbinheadcycleclassic.com.au/content/easy-tools-to-help-you-fundraise/gjqwgg](http://www.bobbinheadcycleclassic.com.au/content/easy-tools-to-help-you-fundraise/gjqwgg)