



ALL TRI

Your fitness. Your cause.



All Tri Fundraising 101

- How to reach your fundraising goal and by when
- Make your Active.com fundraising page work for you
- What to do with checks or cash
- Corporate matching gifts
- All Tri's fundraising opportunities:
 - ✓ Fuji bike raffle
 - ✓ All Tri Pizza Night
- E-mail and Facebook: your best fundraising friends
- 101+ other fundraising ideas
- Randall's Fundraising Axiom



How to reach your goal

Important deadlines:

CapTex
Minimum \$2,900
25% Recommitment
April 1
Minimum Deadline
May 14
Total Deadline
June 11

SFOtri
Minimum \$5,450
25% Recommitment
May 1
Minimum Deadline
June 25
Total Deadline
July 23



Build a budget

Minimum \$2,900 (example)

My own donation	\$100
Online donations from 30 friends averaging \$50 each	\$1,500
Checks from family and friends ten checks averaging \$50 each	\$500
Matching gifts	\$250
Special event proceeds	\$200
Office event	<u>\$350</u>
Total	\$2,900



Active.com



[Home Page](#) | [Become A Fundraiser](#) | [Invite Others To Contribute](#)

Helping Others Breathe a Little Easier

I am training to complete the CapTex Olympic Triathlon to raise money for the Asthma and Allergy Foundation.



Tempting fate at the 2010 Disney Marathon

Through All Tri, a 501(c)(3) public charity, I am training to complete the 2010 CapTex Triathlon and using that program as incentive to raise money for the Asthma and Allergy Foundation of America.



::: Make a Contribution :::

- Bronze \$25.00
- Copper \$50.00
- Silver \$100.00
- Gold \$250.00
- Platinum \$500.00
- Other: \$

Continue



Top Contributors



Active.com



[Home Page](#) | [Become A Fundraiser](#) | [Invite Others To Contribute](#)

Blane's Tri'ing to Defeat Spina Bifida

I'm in training to compete in the Capitol of Texas Triathlon to raise awareness for the Spina Bifida Association of North Texas



::: Make a Contribution :::

- Bronze \$25.00
- Copper \$50.00
- Silver \$100.00
- Gold \$250.00
- Platinum \$500.00
- Other: \$

Continue



Top Contributors

Sherry Hunt	\$100.00
Shirley Bothwell	\$50.00
Stephen Craig	\$25.00



Cash and Checks

To count toward your fundraising goal, all checks need to be made out to All Tri.

Be sure to put your name in the memo field and mail

to: All Tri
P.O. Box 222195
Dallas, TX 75222-2195

Please do not send cash by mail. Deposit the cash and write a check and send as above.



Thank you

Remember to thank your donors and provide them with a receipt.

For cash or checks, you can use a donation receipt downloadable from Tribe Resources.

Online donors receive an automatic message with tax information.

We have no staff, so All Tri-generated receipts may best come from you.



Matching Gifts

Many companies will match an employee's donation dollar for dollar.

Ask.

Find out the process. It varies from company to company. BUT when All Tri receives the form to complete and submit, we'll let you know and then you can book that match as an offline donation once we know it's at least in process.



Eat this pizza

All Tri Pizza Night
Thursday night

April 8, 2010

Cane Rosso Pizza Napoletana
11909 Preston Rd. (at Forest)

10%





Raffle this bike!



E-mail and Facebook

In e-mails, like letters, remember AIDA:

A: Grab their **ATTENTION**

I: Stimulate their **INTEREST** so they'll keep reading

D: Communicate your **DESIRE** by making an emotional appeal to their hearts and minds

A: **ASK** for their donation

Also remember:

- Short attention spans
- Subject header premium real estate
- Personalize if you can
- Hide recipients e-mail addresses when sending bulk



E-mail and Facebook

With Facebook, remember:

- **Your friends care about you and want to support you.**
- **Your friends are more likely to share your passion.**

With Facebook, you can also:

- **Be creative in your appeals**
- **Easily celebrate days with donation requests**
- **Easily invite friends to attend a fundraising event**
- **Pay tribute and let others pay tribute**
- **Create your own Fan page**
- **Provide a link to your Active.com fundraising page**



101 Other Fundraising Ideas

Check out:

- #25**
- #29**
- #36**
- #68**
- #72**

Mary Kay?

Drain your tribal elders' and coaches minds

Best idea contest



Randall's Fundraising Axiom

Fundraising is “icky” to some people.

I always have a hard time asking people to do something for me. I have no problem asking you to do something for someone or something else.

I'd rather put you in the position of saying no, then to say no *for* you by not asking you.

So think: Who are you raising money for? What's your elevator speech? What's your passion point?

Still “icky”? Then...



Randall's Fundraising Axiom

NO
means **maybe**

NO
means **later**

NO
means **I haven't enough
information to tell you yes
at this time**



All Tri Fundraising 101

- ✓ How to reach your fundraising goal and by when
- ✓ Make your Active.com fundraising page work for you
- ✓ What to do with checks or cash
- ✓ Corporate matching gifts
- ✓ All Tri's fundraising opportunities:
 - ✓ Fuji bike raffle
 - ✓ All Tri Pizza Night
- ✓ E-mail and Facebook: your best fundraising friends
- ✓ 101+ other fundraising ideas
- ✓ Randall's Fundraising Axiom



ALL TRI

Your fitness. Your cause.