



# Heart of Hope **LifeCycle** 2017

## Fundraising Rewards Program



Dear Fundraiser,

Thank you for helping us raise funds for Heart of Hope through our fun and exciting **LifeCycle Fundraising Rewards Program**. Below we've put together information to help you set your fundraising goals (those rockin' rewards will help for sure), how to collect donation information, and sample letters to approach potential contributors.

We encourage you to send e-mails, post on Facebook, and talk to your friends and family for potential contributions. A great motto that helps when fundraising is, "What is the worst anyone can say?" NO, is the worst anyone can say, right? The "Yes's" you receive will outnumber the "No's" when they read the life changing and saving work of this ministry!

Please feel free to raise funds online at <https://fundraising.active.com/event/HeartofHopeLifeCycle2017> or use this packet as a tool to help you reach your personal fundraising goal. Offline fundraising can be uploaded to your online fundraising campaign this year so it will make the friendly competition even more fun! Thank you so much for investing your time and efforts in Heart of Hope!

Sincerely,

Heart of Hope LifeCycle Planning Committee

### Fundraising Rewards

**Win cumulative rewards by raising contributions for Heart of Hope!**

- 1) When a participant raises \$250 in contributions, he/she will receive a LifeCycle 2017 jersey.
- 2) When a participant raises \$500 in contributions, he/she will receive a LifeCycle 2017 Jersey AND shorts/bib
- 3) For every \$25.00 raised, your name is put into the drawing for a custom bike from [www.rivercitycycling.com](http://www.rivercitycycling.com)

### BICYCLE GIVE AWAY

**River City Cycling and Heart of Hope are sponsoring a drawing for a free specialized bicycle for fundraisers only. For every \$25 you raise, you get a ticket placed in the drawing for an Emonda S5 – a full carbon frame with Shimano 105 components or equivalent, a \$2100 value.**

**You just can't beat a fundraising program that gives back to you like this!!**

## Sample Fundraising Introduction

"Hi, my name is \_\_\_\_\_, I am raising funds to help support Heart of Hope LifeCycle 2017, a benefit bicycle tour for Heart of Hope in Keithville, Louisiana. This is not just another bicycle ride; this ride is to raise funds for Heart of Hope – A Sanctuary for Women, which provides a safe home where young women live while experiencing an unplanned pregnancy.

Heart of Hope's mission meets the physical, emotional and educational needs of young women ages 11-23 through private medical care, professional counseling, and continuing education in their onsite computer classroom. They also provide parenting classes and important life skill training. This organization is totally funded through church, individual and corporate donations, and fundraising. No young woman is turned away for lack of funds, and this is why I am inviting you to share in this opportunity, through your sponsorship, to take part in making a positive difference in the lives of these young women and their children.

My goal is to raise **\$500** for Heart of Hope, while also raising awareness of this great organization. I have made a commitment to ride this tour and I am hopeful you will join me in this fundraising endeavor. Heart of Hope is a 501c(3) nonprofit and all donations are tax deductible.

## Sample Fundraising Letter

Dear Friends and Family,

I am training to ride **26** miles on June 3, 2017 in Keithville, Louisiana in the Heart of Hope LifeCycle. I am sure you're thinking, "Yeah, so what. John is always riding a bike. This is nothing new!" This is not just another bicycle ride; this ride is to raise funds for Heart of Hope – A Sanctuary for Women. Heart of Hope is a maternity home providing a safe refuge where young women live while experiencing an unplanned pregnancy.

Heart of Hope's mission meets the physical, emotional and educational needs of young women ages 11-23 through private medical care, professional counseling, and continuing education in their onsite computer classroom. They also provide parenting classes and important life skill training. This organization is totally funded through church, individual and corporate donations, and fundraising. No young woman is turned away for lack of funds, and this is why I am inviting you to share in this opportunity, through your sponsorship, to take part in making a positive difference in the lives of these young women and their children.

My goal is to raise **\$500** for Heart of Hope, while also raising awareness of this great organization. I have made a commitment to ride this tour and I am hopeful you will join me in this fundraising endeavor.

If you want to help me meet my \$500 goal, you can go to <https://fundraising.active.com/event/HeartofHopeLifeCycle2017>, donate cash, or write a check to Heart of Hope today!! Ask your family and friends to join you in this worthwhile cause!

Heart of Hope is a 501c(3) and all donations are tax deductible. Thank you for your support!

Warm regards,

John

## Important Information for Fundraisers

- 1) Participant DOES NOT have to be present to win. Will be contacted by email and phone if not present.
- 2) Prizes must be claimed by June 21st or they will be forfeited.
- 3) Fundraising participant DOES NOT have to be a registered cyclist to be a fundraiser.
- 4) Do have to be signed up as a fundraising participant by May 1st.
- 5) Money must be turned in by 9 am on June 3, 2017.
- 6) Drawing will be held at 1:00pm on June 3, 2017 at Heart of Hope LifeCycle 2017.
- 7) Please obtain mailing address for all donors where a tax receipt can be mailed to them. Thanks!



**Fundraiser Name:** \_\_\_\_\_

**Fundraiser Email Address:** \_\_\_\_\_

**Fundraiser Phone #:** \_\_\_\_\_

**Fundraiser Address:** \_\_\_\_\_

**Fundraising Goal: \$** \_\_\_\_\_

Name of Contributor	Address of Contributor	Phone # of Contributor	Donation amount	Donation collected
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
Total			Total \$ Collected	

\*\*\*All donations are due by 9:00 am on June 3, 2017.\*\*\*