



P4M Spin-A-Thon Tool Kit

HOW TO RAISE \$250 IN ONE WEEK

SUNDAY	Your personal contribution	\$30
MONDAY	Ask your significant other & best friend for \$25	\$25
TUESDAY	Ask three relatives for \$25 each	\$75
WEDNESDAY	Ask three friends for \$20 each	\$60
THURSDAY	Ask four co-workers for \$10 each	\$40
FRIDAY	Ask two neighbors for \$10 each	\$20
SATURDAY	Celebrate your Accomplishment!!	

TOTAL = \$250

Remember to mention that all donations are tax deductible.

All proceeds benefit Special Olympics Montana athletes.

FUNDRAISING IDEAS AND HINTS

- * **Most Successful Idea.** Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. See our sample donation request letter.
- * **Create a Personal Fundraising Webpage through FirstGiving.** Email those you know out-of-state/town to support your cause by donating through your webpage. Visit www.firstgiving.com/somt to create your personal fundraising webpage.

- * **Add the P4M logo to your email signature.** Be sure to include the link to your personal fundraising webpage to encourage everyone to visit and donate.
- * **Form a team at work or with friends.** Select a captain, choose a team theme...like "Super Spinners" and dress up like superhero's - wear matching shirts and make a statement or showcase your business.
- * **Double your fun.** Challenge a friend or colleague to Spin! See our sample challenge letter.
- * **Track your pledges.** Use the P4M Pledge Sheet to track your off-line donations. All donations made on-line through FirstGiving will be tracked on your personal fundraising webpage. Add your on-line donations to see your total amount.
- * **Double your pledges with matching funds.** Ask your supporters about matching funds from their employers.
- * **Share your P4M experience on Facebook.** Blog, video, photos - share for everyone to enjoy.
- * **Always follow up via phone and/or email.** People will appreciate the reminder.
- * **Send thank you letters to all sponsors** and include a crazy photo so they will remember you for next year.

EMAIL OUTREACH

Email is an incredibly effective fundraising tool, reaching people all over the world with the click of a button. It is a great way to spread the word about your P4M participation, and to ask others to join your team or pledge your cause.

Tips & Tricks

- * **Make it personal:** Share with others why you participate, whether it's because you are Pedaling for fun or because you love Special Olympics Montana.
- * **Have fun with it!** Make a contest or game out of it - the first person to donate, or the largest donation gets a gift from you!

- * Follow-up. Be sure to say thank you to donors after they make their donation, and again after you spin. Send them a picture of you spinning with the results from the event.

Sample Text

I'm going to work up a sweat for Special Olympics! This fall I will be spinning to support Special Olympics Montana. I will be raising money so I can compete for the title of top spinner in Montana while raising money for Special Olympics Montana.

I have set a personal fundraising goal of \$<amount> and I need your help in reaching it. I am hoping you will make a donation to Special Olympics Montana on my behalf and support my ride. You can support in several ways. The best and easiest is to visit www.somt.org/p4m and pledge online. My personal page can be found at <personal URL>. You can check this page to see my goal and pledges raised! If you prefer not to donate online, you can also give your donation directly to me, or mail it in to Special Olympics Montana at the address below. Please make sure to include my name and P4M with your donation so I receive credit.

Special Olympics Montana

710 1st Ave N

Great Falls, MT 59401

If you can't support my ride through a donation, why not consider joining me? You can join my team online now and coming to spin with me! To learn more about the Pedal for Medal Spin-A-Thon and Special Olympics Montana, visit www.somt.org/p4m.

Email Tag

Include an email tag at the bottom of your email talking about your P4M participation. It can be a sentence or two about P4M, or use the P4M photo icon to show potential donors exactly what you'll be doing! You can even hyperlink the image to your personal P4M page. To use, visit www.somt.org/p4m.

SOCIAL MEDIA

Facebook and Twitter are incredibly powerful tools for fundraising. It has become common practice for P4M participants to do all of their fundraising entirely through social media. They are easy tools to use and a personal way to connect with friends and family all over the world with a minimal effort.

Facebook

- * Like us: [Facebook.com/specialolympicsmontana](https://www.facebook.com/specialolympicsmontana)
 - o Share a post from [Facebook.com/specialolympicsmontana](https://www.facebook.com/specialolympicsmontana)
- * Add a link to your online P4M page to send people directly to your Facebook profile
- * Make P4M an event on Facebook. Invite friends to support your fundraising effort, that way they will have a reminder before your spin!
- * Update your status:
 - o Share why you are spinning and what your goal is
 - o Update you fundraising progress each time you continuously until the day of the Spin-A-Thon. Don't forget to share your training.
- * Shout outs: post a shout out to your donors when they pledge! You can even tag them in your post - just type @ + their name
- * Use Hashtags: you can now use hashtags like #SO_Montana on Facebook
- * Don't forget to thank your friends after your Spinning!

Twitter

- * Follow us: [Twitter.com/SO_Montana](https://twitter.com/SO_Montana)
- * Retweet a tweet from SO_Montana and/or your followers
- * Use the hashtag #SO_Montana to follow the chatter about P4M
- * Create an engaging 140 character message that shares why you are spinning.
- * Shout outs: tweet each time you receive a new pledge. Don't forget to mention them in your status, just type @ + their name
- * Set your profile picture and twitter header image to a photo of you spinning.
- * Don't forget to thank your followers after your spin!

ADDITIONAL WAYS TO FUNDRAISE

You've sent out emails to friends, called your Grandma asking for her support, and inundated your social media accounts with all things "P4M!" You've raised the \$125 minimum, but you still want to do more. Great! There are several other great ways to get the word out about P4M efforts and fundraise for your cause. Most of all, have fun with it!

Hold your own fundraiser

Whether the fundraiser is for your personal efforts or a team fundraiser, it's a great way to get people together and raise funds AND awareness for the P4M and Special Olympics Montana. Some ideas for fundraisers are below ... you can use these models and make them your own! Be sure to send any fundraisers you are hosting in to Special Olympics Montana at info@somt.org.

- * Host a bake sale at your office, in your neighborhood, or posts your items for sale on Facebook!
- * Hold a garage sale with proceeds going to your P4M team.
- * Work with a local restaurant to provide a meal for customers at a set cost, with half of it going to your P4M efforts.
- * Hold a silent auction or raffle.

Workplace Giving

Before hitting up your coworkers for a donation, see if you can form a company team instead. It's a fun team building opportunity for companies, and wearing your company t-shirts is a great way to maximize exposure at the event too!

- * Find out about matching gift policies at your company. Some companies match employee fundraising, while others match donations made by employees. This is an easy way to double your donations!
- * Have your donors find out about their companies matching gift policy to see if their donation will be matched.
- * Host a Casual for a Cause day at work. Employees can donate a set amount to wear jeans and funds raised goes to support your ride.
- * Set out a candy jar and ask for change each time they take a piece; purchase bottles of water and pop at wholesale and put in the company lunchroom. Charge \$1 for drinks and any profit can go to your fundraising efforts.



Special Olympics
Montana

Sample Donation Request Letter



<date>

Dear <name>

I am writing to ask for your help. On <date>, I have committed to Pedal for the Medal for the athletes of Special Olympics Montana. I have set a personal fundraising goal of \$<insert amount>, and I need your help to reach it! So I am asking if you will make a donation to Special Olympics Montana on my behalf. Any amount would be appreciated - it all goes to a wonderful cause and every little bit gets me that much closer to my goal.

In order to support my ride, please visit www.somt.org/p4m and type in my name. It will take you to my personal fundraising page where you can make a donation and see my progress. You can also make a donation directly to Special Olympics Montana at PO Box 3507, Great Falls MT 59403. Please include my name and the name of Pedal for the Medal so that Special Olympics will know where to credit the contribution. If you want to learn more about this amazing event, visit www.somt.org/p4m to find out all the details. I will do my best to make my supporters proud!

Thank you!!!

<Spinners Name>