

THE ALS THERAPY DEVELOPMENT INSTITUTE

# TRI-STATE TREK

## Fundraising Ideas



# Letter Campaign

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(Feel free to use the [Sample Letter](#))

1. Write a list of all the people you know and don't leave anyone out: friends, family, coworkers, managers, customers. Go through your address book, your e-mail list, and your holiday list. Include your mechanic, your accountant, and your lawyer—if you support someone, you should expect that person to support you.
2. Write your letter, and make it personal. Tell people what you're doing and tell them why you're doing it. Explain the training you're doing, and talk about the 270 mile trek you will be riding. Talk about ALS, and explain the importance of the work the ALS Therapy Development Institute (ALS TDI) is doing.
3. Send your letter to everyone you listed above. If you'd like, include a self-addressed stamped envelope to make it easier for people to support you.
4. Carry your letter with you everywhere, and talk to people about what you're doing. Find a way to talk about the ride and what you're doing this summer. ALS has affected so many people. You never know who you'll end up talking with and who will want to support you.

# Fundraising Party

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There is no one way to have a successful fundraising party, and it is up to you to determine the type of party you want to have. Do make sure, however, that your guests know that they will be attending a fundraising party—no one likes to be surprised.

Here are examples of two different types of fundraising parties:

- **The Relaxed Environment** Yes, you are doing serious work, but that does not mean that you shouldn't have fun. If you're more comfortable in a relaxed, traditional party atmosphere, then that's the approach you should use.
  - › You may choose to charge your guests a set amount as they enter. Let them know that this cover charge is a tax-deductible donation to the Tri-State Trek.
  - › Have a copy of your fundraising letter out. Put up a sign asking that people please take a letter and donate, or donate online at your fundraising url.
  - › Keep the mood light and enjoyable, but don't pass up an opportunity to talk about ALS, what you're doing, and how you're preparing for the ride.
  - › Raffles and silent auctions are a great way to raise more money throughout the party.

# Fundraising Party

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- **The Information Session** This gathering will have a serious and more somber tone to it. The goal is to educate your guests on ALS, ALS TDI, and the Tri-State Trek. Let them know what you're doing, and explain to them why you need their support.
  - › Send out invitations announcing the gathering, and have your guests arrive at a specific time.
  - › Once everyone has arrived, sit them down and thank them for coming.
  - › Start off by telling them about this ride and your commitment to the cause.
  - › Explain to them what ALS is and talk about its degenerative effects.
  - › Explain your resolve to support ALS TDI's efforts to find a cure for this disease.
  - › Talk about the Tri-State Trek, and explain the training and level of preparedness required to ride 270 miles.
  - › Pass out your letter and/or your fundraising url, and ask them to support you by making a tax-deductible contribution to the Tri-State Trek.

# Fundraising Party

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Both of these formats could also include an Appeal for Research Dollars:

- The event chairperson or ALS TDI representative talks about the cost of research and need for funding.
- Each table has a stack of forms explaining the research costs and asking for support.
- Have volunteers monitor the tables and pick up completed forms from guests.
- Straight cash donations—nobody is put on the spot.
- Carry your letter with you everywhere, and talk to people about what you're doing. Find a way to talk about the ride and what you're doing this summer. ALS has affected so many people. You never know who you'll end up talking with and who will want to support you.

# Offer Sponsorship Opportunities

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Corporations, large or small, are a great source for donations and support. People will usually feel more comfortable asking for donations from companies, and companies are usually able to give more than individual donors. Offering a company an opportunity to sponsor you should be looked at as mutually beneficial. You receive a donation, and the company has a great opportunity to support a good cause and get their name out. Here are a few tips:

- Find out the name of the owner or manager of the corporation you'd like to work with.
- Contact that person at an off-peak hour. If you're contacting a restaurant, do not call during their lunch or dinner rush.
- Immediately follow up your call with a letter. Follow up that letter with call about a week or so later.
- Give your potential sponsor the ability to put their name and logo on a riding jersey or t-shirt.

# Offer Sponsorship Opportunities

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- Offer to send out a press release to a local newspaper informing them of your sponsor's commitment to this cause.
- Be creative with what you can offer a potential sponsor. Remember, people love publicity, and the more you can offer them, the better.
- Try to make your potential sponsor understand that this is an excellent opportunity for their business.

# Spin in Public

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If you're not shy, get out and get visible. Sometimes bringing your cause to the public is better than letting them come to you, so how about you set up a spinning bike or stationary trainer in a public location!

- Find a suitable and heavily trafficked location, e.g. Starbucks, malls, subway stations, etc.
- Talk to the manager/owner and tell him/her what you'd like to do.
- Select a date and time (consider what to do in case of rain).
- Play music.
- Collect donations from passersby and anyone who asks what you're doing.
- Share your fundraising url and encourage people to give online.
- Bring a copy of your letter and other Trek/ALS/ALS TDI information.



# Other Ideas

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Feel free to come up with your own, but don't forget to think about garage sales, carwashes or maybe a benefit concert!

# Raffles

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Raffles can be a fun and successful way to raise money. They can be held in conjunction with many fundraising events.

## **General Raffle Guidelines**

- According to IRS tax guidelines, raffles are not considered tax-deductible donations.
- If hosting a large raffle (i.e. a Grand Raffle), your state may require you to get a raffle permit. Talk to your local Knights of Columbus, Rotary, or other philanthropic organization to see if they will sponsor the raffle. Often, these organizations will have a raffle permit on file and simply need to add your raffle.
- Tax receipts will not be provided by ALS TDI for raffle purchases.
- You may adapt these raffles to meet the needs of your audience – the outlined ticket prices are only suggestions which have worked at previous events. A lot will depend on the number of people attending the event, attendee demographics, committee involvement, etc.

# Creative Raffle Ideas

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## Balloon Raffle

- The “cast-offs” from a silent auction are perfect for this type of raffle.
- Use donated items such as gift cards, coffee mugs, jewelry, beauty supplies, etc.
- Ask your committee, friends and family if they have new items (i.e. gifts from Christmas that won't be used) to donate.
- Market the raffle according to what you have packaged. For example, items valued from \$10 - \$X dollars!
- Put each item into a bag with tissue paper.
- Put a label on each bag with numbers 1-200.
- Get 200 balloons and tie a number (1-200) on each balloon.
- People buy a balloon and get the corresponding numbered bag.
- Sell them fast at the beginning of the night.

# Creative Raffle Ideas

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## Champagne Raffle

- Ask a local jeweler to donate a desirable piece of jewelry to your event. This offers great exposure for the jeweler.
- Expensive jewelry is difficult to sell on a live auction – this is a great alternative.
- Post a sign next to the sales table with an explanation and the jeweler's name.
- Have 200 champagne glasses ready on display.
- Have bottles of champagne ready to be poured.
- Sell tickets (\$25 or \$50 per ticket) for the chance to win the item.
- Toss the tickets in a barrel once all tickets are sold and draw the winner.
- Have the jeweler pull the winner for good promotion.
- 2-part small forms needed (white is for the cashier, yellow is for the drawing) – purchaser prints their name, bid number and signs agreeing to pay regardless of winning.

# Creative Raffle Ideas

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## Grand Raffle

- This format works if there is a live auction\* at your event.
- Sell 100 tickets at \$100 each (or another price bracket based on your event & demographics).
- Every ticket must sell before the live auction begins.
- Prior to the start of the live auction, draw the winning “Grand Raffle” ticket.
- Winner gets to choose any item from the live auction.
- If there are any live auction items to be excluded, make sure that is clearly stated in the program and by the auctioneer.

*\*If a live auction is not included in the event, host a Grand Raffle for a desirable item (i.e. a trip, donated motorcycle, etc.)*

# Creative Raffle Ideas

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## Hope Raffle

- This raffle can be tailored to your event and demographics.
- Incorporating a Hope Raffle allows all of your guests to have a shot at winning something.
- Showcase approximately 20 items valued from \$250 - \$500 on the Hope Raffle table.
- Each item has a glass vase in front of it with the corresponding numbers.
- Tickets are sold near the Hope Raffle table and by floating volunteers.
- The purchaser puts tickets into corresponding vases for the items they hope to win.
- Each vase's numbers are tossed independently in a barrel and winners are drawn.
- Have an easel with posters ready to enter the winner's name or paddle number.
- Create packets for volunteers, family, committee members to sell tickets for the Hope Raffle ahead of time to neighbors, colleagues, etc. All tickets must be received by the Hope Raffle committee two days ahead of time so tickets can be written out and dispersed properly.

# Creative Raffle Ideas

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## **Instant Wine Cellar!**

- On the invitation, explain that guests may bring a bottle of wine (or more) to the event. Each donated bottle will enter the guest into a drawing for an “instant wine cellar.” At the event, sell tickets to enter the drawing for \$25/each.
- The winner brings home the collection of donated wine bottles thus creating an “instant wine cellar.”

# Creative Raffle Ideas

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## 50/50 Raffle

- With this idea, keep in mind that 50% of the pot will be going home with someone else.
- Make sure you have enough outgoing raffle ticket sellers who will canvas the audience to sell tickets.
- Conduct two raffles, spaced out during the event.
  - › Sell one color of ticket—do the drawing.
  - › Sell the second color of ticket—do the drawing at a later time during the event.
- Give packets to volunteers/committee with pre-counted packets of tickets.
- Do not sell by the arm-length.
- A guideline for tickets prices:
  - › 10 tickets for \$20, 20 tickets for \$30, 50 tickets for \$50



# Good Luck!

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Just remember: regardless of who you are, and whether or not you've ridden a bike or raised funds for a cause, you can absolutely do this! And the ALS Therapy Development Institute is here to help you!

# TREK Contact

For more information:

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