

FUNDRAISING TIPS

This document is designed to help you craft a fundraising plan that will help you reach – and surpass – your fundraising goal.

Getting Started

1) *Understand Where the Money Goes*

- 60-70% of the proceeds fund Hazon's year round food programs.
 - [Jewish Greening Fellowship](#)
 - [Jewish Outdoor, Food And Environmental Education \(JOFFEE\)](#)
 - [Teva](#)
 - [Adamah](#)
- 10-15% is awarded as grants to external organizations and programs that share Hazon's mission.
- 20-25% of rider fundraising help cover the costs of the ride.

2) *Know Why You're Riding*

Whether you are doing this to challenge yourself physically, to become a part of a special Jewish community, or to support the environmental sustainability cause, it is important to be able to articulate to your potential donors why it is you are participating in this Ride. The more meaningful your reason, the more people will want to contribute to your experience!

3) *Get Excited!*

Your commitment to riding is significant and you should not underestimate the magnitude of this endeavor. People admire and respect those who challenge themselves for a worthy cause. Be enthusiastic about the Ride and share your enthusiasm with others. Your excitement will encourage sponsors to support you and to be generous with their donations.

How to Ask

"I learned that fundraising is not about asking people for money. It's giving them an opportunity to contribute and become part of something larger." – 2010 NY Ride Participant who raised \$1800

1) *Pick the Right Delivery Option*

Most people send their fundraising letters electronically, but there may be people on your list for whom a real letter is more appropriate. If you're sending your letter by mail, enclose a self-addressed stamped envelope for people to send you a check.

If you're sending an email, use the email features in your [Convio Participant Center](#). Include links to your personal page so donors can get there easily. *Don't use the long link that you get when you go to your website. You should have a personal direct shortcut link, which you can edit if needed.*

2) *Be Personal*

Don't write "dear friends" or "dear all" – write "Hi Debbie." Make clear that some thought has gone into who will receive your letter. Add at least one personal line ("I'm going to be in town...").

3) *Use Photos and Links*

Attach a picture of you on your bike. If you're sending an email, use hyperlinks to send people to find out more information about Hazon and the projects supported by the Ride.

4) *Tailor the length*

In general, shorter is better. However, sometimes there is someone who you feel wants more information. Include more details about the Ride for your friends who are interested in cycling, or more information about the Grantees if your donor is interested in cutting-edge Jewish environmental projects.

5) *Be specific*

Give simple and specific instructions about how they can sponsor you. Include the link to your personal page. In case they decide to mail a check, include your home address. Include your fundraising goal, and make it ambitious. Put it in bold! Believe it or not, the more you ask for, the more people give. Share what your personal financial commitment will be. People are often inspired to see your personal financial commitment and might even be willing to match it. "In addition to training, I am pledging \$500 towards my fundraising goal."

Ask for a specific amount and aim high. Say "Please consider a gift of \$180." They can choose to do so, or choose to give you more/less.

6) *Be confident and assertive*

Send the letter to everyone you know – especially relatives, even if you have not talked to them in a long time. Expand your circle of giving by including friends of friends and your children's or parents' friends. They will be thrilled to hear from you. People will be happy to support a cause that you think is important. Remember that you are not asking for money for your morning coffee. You are giving your friends, family, and colleagues the opportunity to be a part of a large-scale educational and awareness opportunity.

7) *Utilize Your Network*

Sometimes, the best way to fundraise is to get others to do it for you. Ask your spouse/kids/friends/co-workers to help you by sharing your link and telling your story, as well. It's often times easier to raise money on behalf of someone you love than to do it for yourself.

8) *Follow Up*

Remind people about your letter when you see them, and talk to them about the Ride. The most successful fundraiser in Hazon's 2005 New York Ride received donations from more than 90 people. When asked the secret

Sample Letter

Dear _____

I'm excited to let you know that I will be riding in the 15th annual Hazon New York Ride over Labor Day Weekend. The New York Ride raises funds in support of Jewish outdoor, food, and environmental educational (JOFEE) projects across the United States and in Israel.

Hazon, the largest Jewish environmental organization in the United States, strives to engage the Jewish community and bring people from all backgrounds together in an inclusive and welcoming environment.

I plan to cycle over 50 miles in the New York Ride, from northwest Connecticut to Manhattan, to raise money and awareness for Hazon programs and those of its partners. My goal is to raise \$_____ by September 4th, and I would be incredibly grateful if you would support me in this project.

Would you consider making a donation of \$_____? All donation amounts are greatly appreciated and will go a long way toward achieving my Ride goals! To make a donation, please go to my personal page listed below.

If you prefer to donate offline, please make a check out to Hazon and mail it to:

Hazon
125 Maiden Lane, Suite 8B
New York, NY 10038

Please be sure to write my name in the memo section of the check and let me know when you send it so I can keep an eye out! This is a fully tax-deductible donation and you will get an acknowledgment letter from Hazon for tax purposes shortly after your gift is received.

I would love for you to join me on my journey as a rider or support me as a crew member. You can register and read more about how to get involved in the New York Ride at www.hazon.org/nyride.

Thank you so much!

All the best,

All of this information, and more, can be found at <http://hazon.org/bike-rides/fundraising-tools/getting-started/>.

Contact Jessie Katz (jess.katz@hazon.org) or Carlee Rosenthal (carlee.rosenthal@hazon.org) with any questions or concerns!