

2017

CCC Bike Tour Fundraising Handbook



photo credit: Nick Agelidis

CCC'17 Fundraising Handbook
Version 2
4/5/2017

The Arthritis Foundation relies on the dollars raised through the California Coast Classic Bike Tour to support our mission: to improve lives through leadership in the prevention, control and cure of arthritis and related diseases.

Educate yourself about the cause so you can convey passion when asking for donations.

Did You Know Today...

- More than 50 million men, women and children are in pain from arthritis
- 140,000 people with arthritis will visit their doctor
- 3,750 joints will be replaced
- Arthritis will be the largest category of disability claims filed
- Arthritis will cost this country \$350M (an annual \$128 billion cost!)
- 3 people will die from arthritis
- More children suffer the devastating effects of arthritis than juvenile diabetes and cystic fibrosis, cerebral palsy and muscular dystrophy combined

Arthritis Hurts Someone You Know

- 1 in 5 people have doctor-diagnosed arthritis
- Nearly 300,000 children under the age of 17 are affected by juvenile arthritis
- Arthritis is the leading cause of disability in the United States
- Arthritis prevalence increases with age. Among adults over age 65, the prevalence of arthritis is 48%

No One is Immune to this Disease

The term "arthritis" encompasses more than 100 diseases and conditions that affect joints, the surrounding tissues and other connective tissues. Arthritis can cause mild to severe pain in the joints, as well as joint tenderness and swelling.

The various forms of arthritis and related conditions can affect anyone, no matter what your race, gender or age. Arthritis affects women at a much higher rate than men. Sixty percent of all people who have arthritis are female, and several of the more common forms are more prevalent in women.

The Cost to the Economy is Staggering

Each Year, Arthritis results in:

- 39 million physician visits
- 744,000 hospitalizations
- 3 million visits to outpatient departments
- 2.2 million visits to emergency departments
- \$128 billion in costs of treatment, lost wages and other associated costs

But the Cost to American Families is Even Worse

Arthritis is a more frequent cause of activity limitation than heart disease, cancer or diabetes. Pain, fatigue, and inflammation can limit everyday activities, from simple tasks, like bathing and dressing, to the ability to maintain employment or live independently. Caring for a family member with a prolonged or chronic illness is stressful and draining – mentally, physically, emotionally and financially.

The Arthritis Foundation Helps - And So Can YOU!

The Arthritis Foundation is the largest private, not-for-profit contributor to arthritis in the world, funding more than \$400 million in research grants since 1948. We also rely on the support of more than 600,000 volunteers. The foundation helps individuals take control of arthritis by providing public health education; pursuing public policy and legislation; and conducting evidence-based programs to improve the quality of life for those living with arthritis.

**To learn more Arthritis Foundation's
California Coast Classic Bike Tour, visit:
www.arthritis.org/CaliforniaCoastClassic
Call 323.746.7791 or 909.909.489.2217**

**Information about the Arthritis Foundation
is available 24 hours a day,
7 days a week at
www.arthritis.org**

CUT-OUT CAMPAIGN



Ask a local business, doctor's office, or club with foot-traffic to do a cut out campaign. Bike cut outs can be sold for any donation. We suggest asking for a minimum of \$5 per cutout. No donation is too small or large. AF has seen cut out campaigns prove to be very successful. In fact, one doctor's office sold a cut out for \$100,000.00. Remember it's all about the power of the ask. For every 10 NOs, you will get 1 YES.

Who can I ask to do a cut out campaign?

- Doctor, Vet, Dental Offices
- Car Washes
- Dry Cleaners
- Salons
- Bowling Allies
- Clubs
- Gyms
- Grocery Stores
- Restaurants

YOU CAN GET A BANNER AND CUT OUTS FROM SHANNON or ERIN

FUNdraising for the California Coast Classic

Generate Significant Revenue in a Very Short Time

“CCC Riders” are responsible for collecting donations to meet the fundraising minimum of \$3,500 for first-time riders and \$3,300 for returning riders in order to participate on tour. Your personal online fundraising page is designed to make fundraising simple! Riders who raise funds online raise 4 times as much than those who don't!

How to Use Your Personal Fundraising Page

The moment you pay your rider registration fee, your personal online fundraising page is ready for use! You can download your personal address books and shoot out an e-mail solicitation to everyone you know. Or you can send personal e-mails to potential big donors. Then you can monitor visits, donations and encouraging messages from donors by visiting your page. Even better, thank you e-mails that can be used as receipts for tax purposes are sent automatically.

What percentages of the funds I raise go to fund the Arthritis Foundation's mission and what goes to the expenses of putting on the bike tour?

This is an important question for you and your donors. Most of our expenses are covered by our corporate sponsorships, so a good deal of individual fundraising goes to fund our children's camps, research, advocacy and patient support. On average, 88 cents per dollar of the money you raise goes directly to support arthritis patients and mission delivery. The other 12 cents goes towards expenses.

Make sure to share this information with your donors and feel good about raising funds that are going to the right place. We do everything we can to keep expenses low, put on a great tour and help the more than 50 million Americans living with arthritis. Help keep the CCC the #1 fundraising event in the nation for the Arthritis Foundation by asking everyone you know to help!

Online Fundraising: A Quick Guide & Six Helpful Tips

TIP 1: Update your personal fundraising goal. Set your sights high!

- Choose a goal that will motivate you and your donors! Often riders surpass their original goal so you can always raise it again! Remember for every \$1,000 you raise, another child can go to camp for a week and experience the kind of fun and camaraderie that make a childhood memorable. Click on “Change My Goal” under your Headquarters Page. Then view “Fundraising Statistics” to increase your goal!

TIP 2: Select “Build/Edit my Webpage” to customize your online page

- Create your personal page title. For example: I’m Riding Highway One to help the 300,000 children living with arthritis. Choose a video or image. If you need a video or photo to personalize your online page, please reach out to your Arthritis Foundation contact.
- Remember to write a caption under your image or video!
- Edit the Text – Enter your own text and tell why you are participating in Arthritis Foundation’s California Coast Classic Bicycle Tour. Your contacts will visit the page to support you with a donation.
- Once you’ve made the above changes, click “Submit” under the Finish Webpage tab.
- Congratulations! You successfully updated your online “CCC” fundraising page!
- Share your page via FB, Twitter and LinkedIn by clicking the icons in “My HQ.”

TIP 3: Upload contacts to Your Address Book

- Click the “E-mail” tab and visit the link “Address Book Import”. Under “Address Book Import” you can upload important contacts from an existing address book from AOL, Outlook, Yahoo!, Gmail, or generic CSV file by following the easy steps!
- Use the “Add to Group” feature to group your contacts if you want: family, co-workers, etc.
- Or add contacts manually by entering names and email addresses.

TIP 4: Send Email to Family, Friends, Co-Workers and Fellow Cyclists

- And neighbors, old classmates, etc.! You never know how arthritis has touched someone's life. Please visit the Rider Resources Page on www.arthritis.org/CaliforniaCoastClassic for help.
- Click "Email" to begin messaging your contacts.
- Select a message from the right hand column to get started.
- Customize your "Subject Line" and "Body Text" or leave the template text in place. We've already created templates for you and it exists in your E-mail Body. Here it is:

The facts about arthritis are alarming. An estimated 53 million adults in the United States reported being told by a doctor that they have some form of arthritis, rheumatoid arthritis, gout, lupus, or fibromyalgia. Most people do not realize that there are over 300,000 children with arthritis and how difficult it is for them and their parents. New projections predict arthritis to be the epidemic of the future. This disease affects major life activities, such as working, going to school, enjoying sport activities or keeping house.

The good news is that arthritis research is making an impact on improving people's lives. The Arthritis Foundation devotes more than \$11 million annually to research and is leading the way to more successful treatments. The Arthritis Foundation also provides programs that help people with arthritis and their families better understand and cope with their disease.

I signed up for the California Coast Classic Bicycle Tour to raise funds for the Arthritis Foundation. This is going to be an incredible personal challenge that I'm deeply committed to. I hope you will help me in my quest to reach my fundraising goal by making a tax-deductible donation in any amount to the Arthritis Foundation. Thank you in advance for your help.

- Type your contacts name in the "To" field and it will pull the contacts from your address book. You can also type in the name of a "Group" you've created or select recipients directly from the Contacts Page
- IMPORTANT NOTE: Be sure to click "SAVE DRAFT" as you are composing so your work is not lost.

TIP 5: Follow-Up with Your Contacts

- The contacts page will also show how much each contact/individual has donated.
- Use the drop down filter to see who needs to be thanked for their donation and who needs to receive a follow up e-mail.
- You can check the box beside each of these contacts and then click "Compose" to start an e-mail just to those selected.

TIP 6: Enter Checks & Cash Received

- Cash and Checks recorded into your Headquarters Page are called "offline" donations and will not appear automatically on your webpage. These donations are considered "pledges". You will need to enter them manually under the "Tools" tab. Under "Tools" you can add a pledge entry, print a donation form and/or print off a pledge report. This report will help you track "pending" donations throughout your fundraising campaign!

Frequently Asked Questions

Q: If I have already filled out a hard copy of the registration form and want to start fundraising online, is it necessary for me to fill out the online registration form?

A: No. All you need to do is go to the www.arthritis.org/CaliforniaCoastClassic site and click on the My HQ link. You simply have to log on using your emailed username and password. If you do not know your username and password, please contact your Arthritis Foundation representative.

Q: When someone makes a donation online, will they receive an automated thank you letter from the Arthritis Foundation?

A: Yes, everyone who donates online will receive a thank you letter via email on behalf of the Arthritis Foundation. For donations under \$250, this email notification will serve as your tax receipt (this is stated in the email). For donations over \$250, the national Arthritis Foundation office will send a hard copy tax letter.

Q: If I am collecting both online and offline donations, will I be able to add my offline donations to my fundraising web page total?

A: Yes, you can record offline donations by logging in and going to My HQ and click on "Enter Offline Donations". You can enter your offline donations there to keep up

with your overall fundraising. You will also see these on your reports. These will be clearly marked as offline donations. It is recommended that you do not count them as funds raised until you actually have the money in hand.

Help! None of my donations are showing up!

- Do you know someone who donated that isn't showing up on your page?
- Did the donor receive an e-mail confirming the donation?
- If not, either the donation was never made or it didn't go through.
- If so, check to make sure your donor didn't accidentally donate to the wrong person. Or they may have accidentally made a general donation to the Arthritis Foundation through the main site. Note: Just because your page has had hits doesn't mean that donations have been made.
- If you have confirmed a donation was made and it's not showing up on your page, please reach out to your Arthritis Foundation contact so they can locate the donation.
- Ensure the credit card details are entered into Kintera EXACTLY AS THEY APPEAR ON THE CARDHOLDER STATEMENT. For example, if the billing zip code on the card is set up as 19114-1234 the cardholder must enter the zip code the including the 4-digit code. The shortened version of "19114" will cause the transaction to be declined due to certain security features.

Goal Setting – Create A Timeline

Throughout your training and fundraising, you will find that goal setting is essential to your successful campaign. With proper training and strategizing you will learn how to build your physical endurance to such strength that you can conquer a multi-day bike tour. This same technique is also helpful in your fundraising campaign. Think about it: if you don't know what you're aiming for, how can you expect to reach it? You have a great deal of control over the ultimate success of your fundraising. It is ideal to give yourself at least 16 full weeks to raise the minimum goal, but it is certainly possible in less time.

Set goals for each one of the 16 weeks. Take advantage of all the tools and information provided in this handbook, and have fun. You will meet your goal! Below is a sample timeline for one month. A fundraising calendar follows it. Use it as a guide to personalize and create a four-month plan that is perfect for your schedule.

Week #1

- Generate your first letter drive. Mail out 40-100 letters/emails. (Rule no one out as a potential donor, and be specific in your ask.)
- Ask for advice! Ask veteran riders on Facebook. Reach out to your teammates if on a team. Contact your Arthritis Foundation staff person.
- Buck Booster: Have a garage sale over the weekend! (Invite friends and family over to donate unwanted stuff to your cause. Serve refreshments and have fun!)

Week #2

- Recruit 5 people to give you \$50 each (Always suggest a slightly higher amount.)
- Recruit 2 people to give you \$100 each.
- Buck Booster: Sell 20 raffle tickets @ \$5.

Week #3

- Make follow up calls to your letter recipients.
- As you go through your week, find 5 new people to give you \$50 each.
- Sell 20 more raffle tickets @ \$5 each.
- Buck Booster: Organize a potluck lunch at work or host a "Dinner for Donations" party for your friends! Don't forget to ask for help from your personal network. *A little encouragement and support goes a long way!

Week #4

- Sell 20 more raffle tickets @ \$5 each!
- Set goals for the following month
- Buck Booster: Have a company silent auction!

Matching Gifts From Companies

If you receive a donation from someone who works for a company that has a matching gift program, be sure to ask them to give you a completed Corporate Matching Gift Form with their donation. (Donors must get this form from their companies.) Send the original gift with the Matching Gift Form filled out to the Arthritis Foundation. You will receive credit for the original gift first. Once the company sends the Arthritis Foundation the Matching Amount you then receive credit for it.

How To Process Your Donations

When you receive offline donations in the form of checks or cash to your campaign, it is important that you total them and prepare to send them to the Arthritis Foundation immediately. You need to include the Batch Header Ticket and/or Cash Donation Form, when you mail donations to the Arthritis Foundation office. We strongly advise this for two reasons: first, it will ensure that contributions are secure and allocated to your fundraising; and second, we can issue a receipt to the donor acknowledging their donation.

Your account will be credited with the amounts within 3-5 business days upon receiving your mailed contributions, thus providing you and the Arthritis Foundation with an accurate and current statement of your account.

**Mail donations along with a completed
Batch Header Ticket or Cash Donation Form to:**

Arthritis Foundation, Los Angeles Office
Attn: CCC Bike Tour
800 W. Sixth Street, Suite 1010
Los Angeles, CA 90017

In order to effectively process your contributions and to ensure accurate and timely postings to your account, it is important that you closely follow the instructions outlined, below. Instruct your contributors to forward all donations directly to you (Checks made payable to Arthritis Foundation with your name indicated in the memo section i.e. "CCC Rider John Smith"). Do not have your contributors send donations directly to the Arthritis Foundation. The Batch Header ticket is in the Fundraising Materials Handbook.

IMPORTANT REMINDER

Do not hold on to any contributions for longer than two weeks out of courtesy to your donors. (They need to balance their accounts.)

Handling Contributions

- **All contributions should be totaled on one BATCH HEADER TICKET.**
Only one Batch Header Ticket is needed per entire total deposit.
- **For Cash Contributions:** Convert the cash contributions and any foreign currency into a check or money order. **Complete a cash donation slip**, (see sheet in the Fundraising Materials Handbook) **for all cash contributions**, to ensure proper acknowledgement of the gift. Then total with any other contributions, **make sure you've completed a "batch header ticket", and mail it all in.**
- **For Check Contributions: Important: In the left hand corner of each check write your name in the MEMO section.** Then simply total and enclose with any other contributions, **make sure you've completed a "batch header ticket"**.
Note: If there is no address on the check, please include it to ensure acknowledgement of the gift.
- **For Credit Card Contributions:** You can make a copy of the donation form with the credit card information and send that in.
- **Matching Gift Contributions:** Please enclose matching gift forms to be processed. Do not list the corporate match on the Batch Header Ticket. Our accounting department will handle that when the actual check is received; then we will include the amount on your next statement.
- **Contributions in Foreign Currency:** Please ask that donors from other countries make checks payable in U.S. dollars before you submit them for credit. (Same steps as cash.) ***We cannot accept any foreign currency, except for online donations.***

Forwarding Contributions to our Accounting Department

1. Accumulate your contributions and forward them to the Arthritis Foundation on a weekly basis. Be sure to put sufficient postage on your package.
2. For your own records, maintain a listing of your contributors and the amounts of each contribution. This will help you verify your monthly statements and ensure that all of your contributions have been properly posted to your account.
3. If your donors do NOT want to be added to the Arthritis Foundation mailing list, please mark their name with an asterisk on the Batch Header Ticket and write in the comments section "DO NOT MAIL".

NOTE: Your contributors will receive an acknowledgement letter from the Arthritis Foundation office that will serve as a tax receipt; however, we suggest that you also send a thank you note to your contributors to let them know you personally appreciate their support.

Service Raffle - Hit Your Goal of \$3,500 in One Swoop!

First ask your family and friends what skills, talents or resources they might have to donate to your service raffle then start collecting. The goal is to get up to 35 items for your raffle. The items will include things like:

- Hanging Christmas lights
- 2 hours of electrical work
- Cleaning out two flower beds
- Repainting a room in the winner's house
- A dinner prepared for up to 10 guests
- A handmade quilt
- Cleaning of a home
- Then any gift certificates or items people might want to give to get you up to 35 good items as giveaways.

Next you will sell 100 tickets for a minimum donation of \$35 per ticket (100 tickets x \$35 per ticket = \$3,500). Once you sell your 100 tickets you've hit or surpassed your \$3,500 goal! **It's that simple!**



Fundraising Deadline

This fundraising minimum deadline is one month before the tour start date, since we have to commit to a headcount for catering, campsites and support on the road. You can certainly continue to fundraise above and beyond the minimum even after the tour is completed.

As the deadline approaches, if you haven't reached that particular goal, you'll be given the option to meet the minimum by placing the remaining balance on a credit card. This ensures that you'll donate the difference between what you've raised and the benchmark minimum. This protects the Arthritis Foundation as we incur expenses related to your participation. (Please note: You may continue to raise funds through **October 31, 2017** and be reimbursed up to the amount you secured with your credit card. Reimbursements will be applied only upon successful **completion** of the campaign, having raised \$3,500 in donations prior to the fundraising deadline.)

The Fundraising Minimum Deadline is Friday, August 11, 2017

Questions and Assistance

You've got this and we are here to help. We are fundraising experts and have 101 ideas for fundraising. Our goal is to help you get to the CCC Start Line in San Francisco to enjoy the ride of a lifetime. Don't hesitate to reach out if we can provide assistance, lend support or share ideas.

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