
Pedal for Life 2010 Fundraising Information

Getting Started

One of the first things you can do to embark on your adventure is to get up and running with your fundraising campaign! **Each participant needs to raise a minimum of \$1,500 to support Cystic Fibrosis Western Australia and we will do all we can to support you! This amount needs to be raised prior to your April adventure beginning.**

Funds raised by this event will support Cystic Fibrosis Western Australia's programs for families living with CF.

Getting Started

The first step is to make a list of all the people, companies and groups you can think of who might donate to support your bike ride.

The people most likely to support you are those you know personally – friends, family, colleagues at work, business contacts and your employer. Asking people personally for a donation face to face is always more successful than sending a letter.

Work out who is most likely to donate and approach them personally. If that isn't possible, try a phone call or send an email with the link to your personal online donation page, or send a letter. Sample emails or letters are included in this section. Personalise these with information about your story and why you want to take part. Give all your potential donors a copy of the info sheet with stories about some of our clients.

If you are posting a letter to a potential donor, include a donation slip in case they prefer to mail their donation back to you instead of using the website.

Once you've approached all your personal contacts, think about businesses in your area or home town who might be willing to support you. Try to contact the manager in person or on the phone – this will be more effective than just sending a letter.

If you send out emails and letters and don't hear back, it is worth following up again a couple of weeks later.

Once you receive a donation, don't forget to send a thank you note and to let them know after the bike ride about your adventure.

Fundraising Events

Fundraising events are usually harder work to raise money than asking for direct donations, but can be an excellent way to raise publicity and funds **after** you have tried all of your personal contacts.



Sample Email/Letter 1

Date

Name

Address

Suburb, State, Postcode

Dear 'Name',

**A journey of a thousand miles begins with a single breath.
Every four days a child is diagnosed with cystic fibrosis, facing a future of daily challenges.**

In **[insert month]**, 2010, I am joining a dedicated group of volunteers in taking on our own challenge, to help those kids breathe a little easier, by cycling along Otago's Central Rail Trail in New Zealand. It's called, the **Pedal for Life**. Each team member will pay their own way to New Zealand, and raise funds and awareness for Cystic Fibrosis Western Australia.

Cystic Fibrosis (CF) is the most common life threatening genetic condition in Australia. There is no cure. CF is a degenerative condition that affects many of the body's systems, including the lungs and digestion. Children diagnosed with CF live through daily physiotherapy and medications, among other treatments, just to survive. To allow them to explore their lives fully while having access to the equipment and services we need to support their hopes.

It truly is the adventure of a lifetime and I can't wait!

My personal fund raising goal is to raise \$1,500 which will benefit support programs for families living with cystic fibrosis in Queensland. I invite you to join me by doing either of the following:

- Donate towards my participation online at www.pedalforlife.com.au
- Send a tax-deductible contribution of any amount, made payable to Cystic Fibrosis Queensland.

Cystic Fibrosis Western Australia was established in the 1970's by a group of concerned parents. Today CFWA's mission is to contribute to the social, physical and emotional well-being of those affected by CF and to assist in the promotion of research, to provide education, counselling, recreation and home care services. So the financial support of sponsors, donors and events like Pedal for Life is vital.

I hope you will consider joining my journey and learn more about what I'll be doing by visiting www.pedalforlife.com.au

Thank you for considering this request. I look forward to sharing good news with you after the Bike ride and celebrating my achievement.

Sincerely,

[Click **here** and type your name]

Sample Email/Letter 2

Date

Name

Address

Suburb, State, Postcode

Dear 'Name',

You have gotten to know me through business and I wanted to make a special request of you and your company.

In **[insert month]**, 2010, I am joining a dedicated group of volunteers in taking on our own challenge, to help those kids breathe a little easier, by cycling along Otago's Central Rail Trail in New Zealand. It's called, the **Pedal for Life**. Each team member will pay their own way to New Zealand, and raise funds and awareness for Cystic Fibrosis Queensland.

Cystic Fibrosis (CF) is the most common life threatening genetic condition in Australia. There is no cure. CF is a degenerative condition that affects many of the body's systems, including the lungs and digestion. Children diagnosed with CF live through daily physiotherapy and medications, among other treatments, just to survive. To allow them to explore their lives fully while having access to the equipment and services we need to support their hopes.

It truly is the adventure of a lifetime and I can't wait!

My personal fund raising goal is to raise \$1,500 which will benefit support programs for families living with cystic fibrosis in Queensland. I invite you to join me by doing either of the following:

- Donate towards my participation online at www.pedalforlife.com.au
- Send a tax-deductible contribution of any amount, made payable to Cystic Fibrosis Queensland.

Cystic Fibrosis Western Australia was established in the 1970's by a group of concerned parents. Today CFWA's mission is to contribute to the social, physical and emotional well-being of those affected by CF and to assist in the promotion of research, to provide education, counselling, recreation and home care services. So the financial support of sponsors, donors and events like Pedal for Life is vital.

Here's how you can help:

Make a corporate contribution: Make an online contribution at www.pedalforlife.com.au (or write a cheque payable to Cystic Fibrosis Queensland and mail it to my attention.) All donations over \$2 are tax-deductible.

I hope you will consider joining my journey and learn more about what I'll be doing by visiting www.pedalforlife.com.au

Thank you for considering this request. I look forward to sharing good news with you after the Bike ride and celebrating my achievement.

Sincerely,

[Click **here** and type your name]

SAMPLE THANK YOU EMAIL/LETTER TO YOUR DONORS

Date

Name

Address

Suburb, State, Postcode

Dear 'Name',

Thank you for donating to support **my participation in the Pedal for Life**. Your support helps make this event possible and shows me just how much you care.

Together, we are helping to make a difference in the lives of West Australian families affected by cystic fibrosis.

If you would like to learn more about Pedal for Life or Cystic Fibrosis Western Australia, I encourage you to visit www.pedalforlife.com.au or www.cysticfibrosis.org.au/wa/

Sincerely,

[Click **here** and type your name]