

Tour de Summer Camps Fundraising Kit



Sunday, October 30
1101 Pepper Tree Lane, Simi Valley





YOU CAN DO IT!

Thank you for joining us for the fourth annual Tour de Summer Camps!

Your work makes it possible for more children across Los Angeles to have the life-changing experience of attending a Jewish summer camp.

Does raising \$500 seem like a challenging goal? Follow the guidelines laid out in this packet, and remember that Tour de Summer Camps Fundraising Specialists are available to support you every step of the way. You can reach us at (323) 761-8013 or info@tourdesummercamps.org.

Here are **10** steps to **KICK YOUR FUNDRAISING INTO GEAR:**

1. If **you** can, make a donation on your page for **\$25**.
2. Ask **two family members** to sponsor you for **\$50**.
3. Ask **four friends you went to camp with** to contribute **\$50**.
4. Ask **your significant other** to sponsor you for **\$25**.
5. Ask **four co-workers** to donate **\$25**.
6. Ask **three neighbors** to contribute **\$25**.
7. Ask **five people from your synagogue** to give **\$25**.
8. Expand your network and ask **four friends of friends** to donate **\$25**.
9. Ask **four businesses** that you frequent (i.e. coffee shop, dry cleaners, hair salon, etc.) to sponsor you for **\$50**.
10. **Bring your lunch to work** for the week instead of eating out and make a donation of **\$50** with the money saved.

That's how easy it is - you just raised **\$1,000
and earned two Fundraising Awards!**



FUNDRAISING HQ

HOW-TO

Setting both a fundraising *and* recruitment goal are key to motivating yourself and your Team Members. When you let your friends and family know how you are progressing, they will be inspired to help you get there! It's easy to set up your page and change your goals from your Fundraising Headquarters, which tracks your progress for you.

You can **Edit Account Details** online by following these steps:

Step 1 - Log in to your Fundraising HQ on tourdesummercamps.org with your username (the email address you used to register) and password.

Step 2 - Once you're logged in, click on "Edit Account Details" in the upper left corner of the screen.

Step 3 - This will open a new window

where you can increase your personal and team goals, add a photo, and customize your donation page URL.

When you click save, you will see whatever changes you made reflected in your Fundraising HQ.

Edit Account Details

Personal Goal

\$ 500.00

Your personal URL

www.tourdesummercamps.org/

First Name

Example

Last Name

Example

Email Address

example@example.com



Upload New Photo (10MB max)

Choose File

No file chosen

Tip: Think of realistic goals, but keep in mind that you want to make it a challenge. A little stretch can get you and your team on the right track!

Contact info@tourdesummercamps.org or (323) 761-8013 if you have any questions.



FUNDRAISING HQ

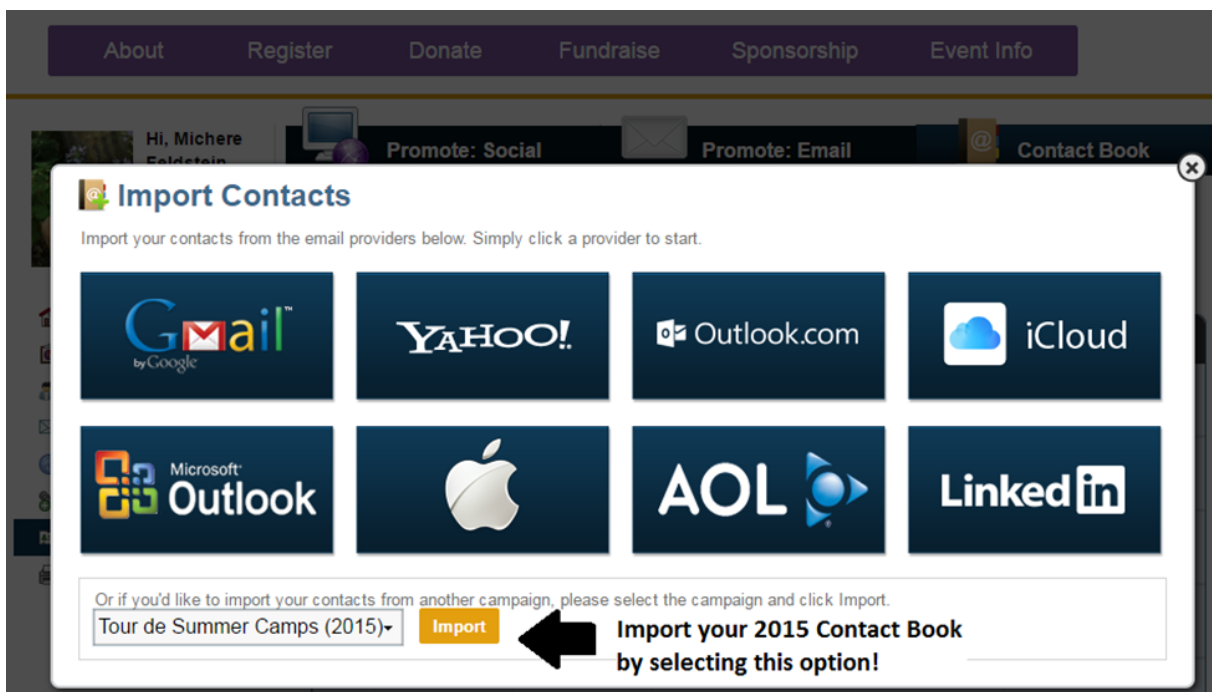
HOW-TO

Spread the word! Take advantage of our personalized email templates to engage potential supporters directly from your HQ! Begin by uploading contacts to your **Contact Book**.

Step 1 - Log in to your Fundraising HQ on tourdesummercamps.org with your username (the email address you used to register) and password.

Step 2 - Once you're logged in, navigate to the "Contact Book" on the left-hand tab of your Fundraising HQ.


Step 3 - You can choose to import contacts directly from your email provider by selecting the options offered. If you rode last year and want to import your 2015 Contact Book, you can do so by following the instructions below.





Step 1 - Navigate to the “Promote via Email” section of your Fundraising HQ.

Step 3 - Select an email template from our automatically generated options, or type your own message! Make sure to save your template if you made any changes that you want to keep!



Hi, Megan Fisher

[Edit Account Details](#)

[View My Page](#)

[View Team Page](#)

[My HQ](#)

[My Fundraising Report](#)

[My Team Fundraisers](#)




[Promote via Email](#)

[Promote via Social Media](#)


[Social Auto-Post](#)

[Contact Book](#)


[Enter Offline Donation](#)

 **Promote: Social**
 **Promote: Email**
 **Contact Book**


Promote | [Email Team Riders That Haven't Raised](#) | [Email Entire Team](#) | [Update My Donors](#)

Add from Contact Book  **Select contacts from your Contact Book**

Or add contacts manually by entering their email address here

Add Friends Manually: 









Template:


























Choose an automatically generated email template, or simply type your own!

Note: please review and edit the email before sending.

Subject:

Message:

 Source
 









FUNDRAISING WITH SOCIAL MEDIA

Facebook, Twitter and Instagram are great ways to spread the word about fundraising and team recruitment.

If you haven't already, "like" the Tour de Summer Camps page on [Facebook](#) and follow us on [Instagram](#) and Twitter [@TdSClosangeles](#). We also recommend posting status updates with a link to your donation page to get the word out about your fundraising efforts. Be sure to hashtag [#RidefortheJewishFuture!](#)

[My HQ](#)

[My Fundraising Report](#)

[My Team Fundraisers](#)

[Promote via Email](#)

[Promote via Social Media](#)

[Social Auto-Post](#)

[Contact Book](#)

[Enter Offline Donation](#)

Promote via Social Media

Let your network know you're involved. Share, tweet or post an update any time you want.

facebook.

twitter

LinkedIn

Having trouble with your social network? Need to change social network accounts? [Click here](#) to reset your social connections.

Promote via Social Media directly from your Fundraising HQ!

Short on time? Set up **Social Auto-Post** from the HQ

Hi,
[Edit Account Details](#)
[View My Page](#)
[View Team Page](#)

[My HQ](#)

[My Fundraising Report](#)

[My Team Fundraisers](#)

[Promote via Email](#)

[Promote via Social Media](#)

[Social Auto-Post](#)

[Contact Book](#)

[Enter Offline Donation](#)

Social Auto-Post

Want to automatically share new activity as it happens?

Simply connect your social networks to begin spreading the word through auto-posting. If you want to change your auto-posting settings at anytime, just come back here to make updates.

facebook.
+ Connect

twitter
+ Connect

LinkedIn
+ Connect



FUNDRAISING WITH SOCIAL MEDIA

Need some ideas for how to engage with potential donors on social media?

There are many creative ways to use social media to effectively fundraise. We have given you just a few of them below beyond the standard “please sponsor me” Facebook posts that includes a link to your fundraising page — although those are important, too!

Share your thanks: When somebody sponsors you, thank them publicly by writing on their Facebook wall or tagging them in a picture. Be sure to tag [@TourdeSummerCamps](#) while you’re at it!

Expand your donor base: Ask your donors to help spread the word about your fundraising. They can share the link to your fundraising page with *their* social networks!

Retweet: Follow [@TdSClosangeles](#) on twitter and retweet news and information about the event.

Get Personal: Make a video or share a picture of your Tour de Summer Camps experience. Post a throwback picture of you at camp or a training ride photo when asking for support!



Tour de Summer Camps

Time to tune up your fundraising for Tour de Summer Camps! Take 10 minutes today to log-in, personalize your page, and ask friends to sponsor you. Thank you to all our fundraisers for doing their part to send more kids to Jewish summer camp.





TIPS AND TRICKS

Self Promotion

Don't be shy about the hard work you have put into fundraising! Below you will find some innovative ways to promote your efforts.

Salutations: Change your email signature so that each time you send a message, the recipient will be provided with a reminder to support your fundraising efforts and a link to your personal Tour de Summer Camps fundraising web page.

Take it to the Streets: Placing posters around your neighborhood and in local shops is a great way to promote your efforts (if you are approved to post). The same principle is true at work, in the elevator or on a community bulletin board.

Matching Gifts

Corporate gift matching programs are among the most efficient ways to meet your goals. If you are interested in taking advantage of matching grants, ask your sponsors if their employers have a program available. You can also [use our website](#) to search for a list of confirmed companies that offer matching gifts.

To receive credit:

Forward the confirmation of your Matching Gift Form to info@tourdesummercamps.org. In your email, be sure to include the dollar amount of the match, the donor's name, and the rider's name.

If the email confirmation is not sent to us ahead of time, you may print it out and turn it in on Sunday, October 30 when you sign in.



SPONSOR CHECKLIST!

Did you ask your...

- | | | |
|---|---|---|
| <input type="checkbox"/> Mother? | <input type="checkbox"/> Lawyer? | <input type="checkbox"/> Dry cleaner? |
| <input type="checkbox"/> Father? | <input type="checkbox"/> Accountant? | <input type="checkbox"/> Spin class instructor? |
| <input type="checkbox"/> Sister? | <input type="checkbox"/> Electrician? | <input type="checkbox"/> Landlord? |
| <input type="checkbox"/> Brother? | <input type="checkbox"/> Grocer? | <input type="checkbox"/> Repair man? |
| <input type="checkbox"/> Cousins? | <input type="checkbox"/> Pharmacist? | <input type="checkbox"/> Best Friend? |
| <input type="checkbox"/> Aunts? | <input type="checkbox"/> Rabbi? | <input type="checkbox"/> Best Friend's boy/girlfriend? |
| <input type="checkbox"/> Uncles? | <input type="checkbox"/> Classmates? | <input type="checkbox"/> Brother/sister's boy/girlfriend? |
| <input type="checkbox"/> Doctor? | <input type="checkbox"/> Manicurist? | <input type="checkbox"/> Mortal Enemy? |
| <input type="checkbox"/> Boy/girlfriend? | <input type="checkbox"/> Boss? | <input type="checkbox"/> Barber? |
| <input type="checkbox"/> Ex-Boy/girlfriend? | <input type="checkbox"/> Boss's Boss? | <input type="checkbox"/> Shoe Repair Guy? |
| <input type="checkbox"/> Cantor? | <input type="checkbox"/> Fraternity Brothers? | <input type="checkbox"/> Real Estate Agent? |
| <input type="checkbox"/> Teachers? | <input type="checkbox"/> Sorority Sisters? | <input type="checkbox"/> Personal Trainer? |
| <input type="checkbox"/> Professors? | <input type="checkbox"/> Guy at the Deli? | <input type="checkbox"/> Financial Analyst? |
| <input type="checkbox"/> Pedicurist? | <input type="checkbox"/> Book Club? | <input type="checkbox"/> Bus Driver? |
| <input type="checkbox"/> Coach? | <input type="checkbox"/> Yoga Class? | <input type="checkbox"/> Pediatrician? |
| <input type="checkbox"/> Camp Director? | <input type="checkbox"/> Campmates? | <input type="checkbox"/> Orthodontist? |
| <input type="checkbox"/> Teammates? | <input type="checkbox"/> Cabin mates? | <input type="checkbox"/> Dermatologist? |
| <input type="checkbox"/> Roommates? | <input type="checkbox"/> Mechanic? | <input type="checkbox"/> Day Care Teachers? |
| <input type="checkbox"/> Veterinarian? | <input type="checkbox"/> Principal? | <input type="checkbox"/> Doorman? |
| <input type="checkbox"/> Butcher? | <input type="checkbox"/> Therapist? | <input type="checkbox"/> Camp Counselor? |
| <input type="checkbox"/> Neighbor? | <input type="checkbox"/> Hair Stylist? | <input type="checkbox"/> Person sitting next to you on |
| <input type="checkbox"/> Godparents? | <input type="checkbox"/> Coffee Barista? | the airplane or bus? |
| <input type="checkbox"/> Co-worker? | <input type="checkbox"/> Brunch buddies? | |

**...and don't forget to
sponsor yourself!**



PLAN YOUR OWN FUNDRAISER!

What if you could raise most of the funds you need from sponsors **all at once**? Planning a fundraising event is a great way to reach out to your larger community, meet your fundraising goal, and give back to your sponsors at the same time.

Ideas for your next fundraiser:

Raffle it off: Businesses and individuals may be willing to donate coupons, gift certificates, and other prizes to be raffled off for a good cause. Ask businesses that you frequent such as restaurants, spas, and hair salons if they are interested in lending a hand. Then sell tickets for the raffle to friends, family, and co-workers.

50/50 Raffle: Any community group or individual can organize this type of raffle. Just sell tickets, save the cash, then draw a winner at a fundraising event or other gathering. Half of the proceeds from raffle tickets are awarded to the winner of the raffle, and the other half are contributed to your fundraising total.

Host a Shabbat Dinner: In addition to asking your guests to bring challah or wine, ask them to donate. This is a great way to reach your goal and participate in a timeless tradition with loved ones.

Guest Bartending: Ask your local bar if they'll allow you to be a guest bartender for a night, or even for a few hours. Let your friends know that you'll be working there, and put all of the tips that you receive toward your fundraising total.

Backyard Concert: If you know a local rock band, jazz group, DJ, comedian, or string quartet, ask them if they will play a benefit evening for Tour de Summer Camps at a local coffeehouse or in your own backyard.

Dining Out: If you do the hard work of organizing a group dinner, a local restaurant may be willing to let you donate a portion of the proceeds to your fundraising campaign.

Cook up Something Great: A bake sale or a potluck at your office, college campus, or school is a wonderful way to use the talents of your friends who may not be able give money but want to contribute.



EARN FUNDRAISING AWARDS!

You are invited to go above and beyond the \$500

\$500

Official 2016 TDSC T-Shirt
and assorted Tour de Summer Camps swag items.



\$1,000

Official 2016 TDSC Jersey, T-Shirt
and assorted Tour de Summer Camps swag items.

\$2,500

Official 2016 TDSC Travel Bag, Jersey, T-Shirt
and assorted Tour de Summer Camps swag items.



\$5,000

Official 2016 TDSC Windbreaker, Travel Bag, Jersey, T-Shirt
and assorted Tour de Summer Camps swag items.



\$10,000

Gift Certificate from Official Bike Sponsor, Helen's Cycles,
as well as 2016 TDSC Windbreaker, Travel Bag, Jersey, T-Shirt and assorted Tour de Summer Camps swag items.



CONTACT US!

PHONE:

323.761.8013

EMAIL:

info@tourdesummercamps.org



REACH OUT FOR SUPPORT!

We are very excited to assist you in raising funds to help more kids attend Jewish summer camp. Though \$500 dollars may seem like a lot of money to raise as an individual, if you follow the steps that we've outlined for you here, then we are confident about your success.

We hope you enjoy your FUNdraising! Feel free to contact us at any time if you have questions or would like advice, and we will see you on Sunday, October 30.

Sincerely,



Megan, Michere and Jess
Tour de Summer Camps Fundraising Department
(323) 761-8013

info@tourdesummercamps.org

