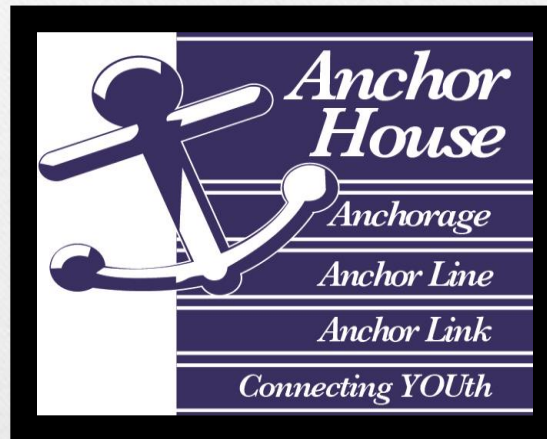


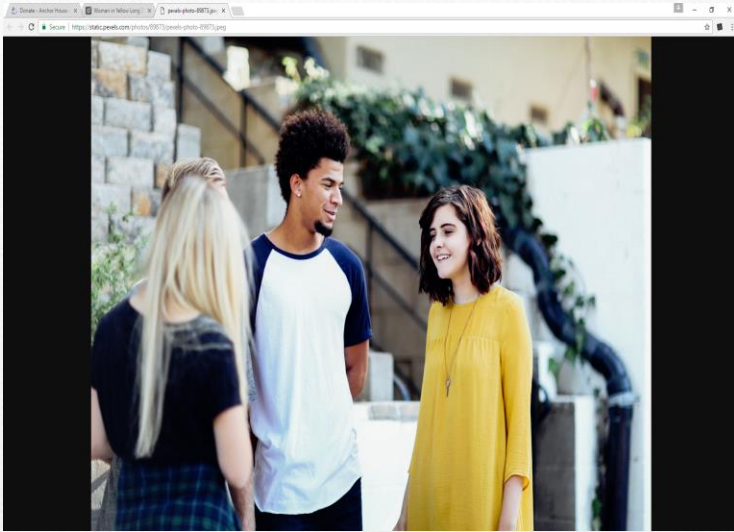
Fundraising

Anchor House Ride for Runaways



“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.” –Margaret Mead

Asking for Money



Do not think of fundraising as asking for money for yourself.

Instead think of it as asking **on behalf of those who need it, but aren't able to ask.**

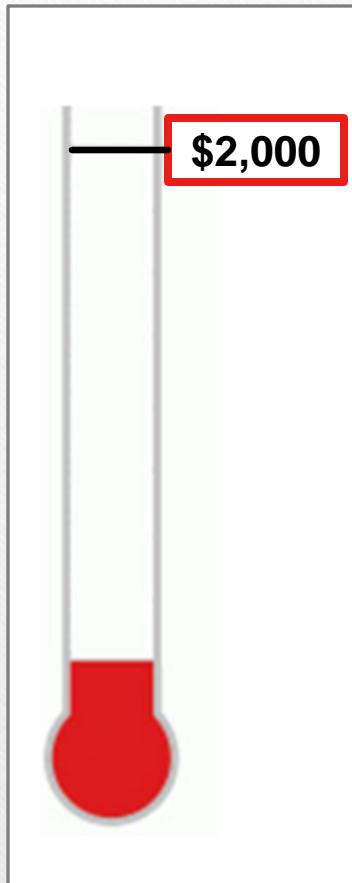
In our case, the Anchor House kids!

Asking for Money

Make it Personal

- ▶ Tell YOUR story about why you are doing the ride
- ▶ Everyone wants to help kids
- ▶ Ask, Ask, AskDonations don't always come from where you expect them, so cast a wide net.
- ▶ How to donate – include a link to your donation page on the Anchor House ride website

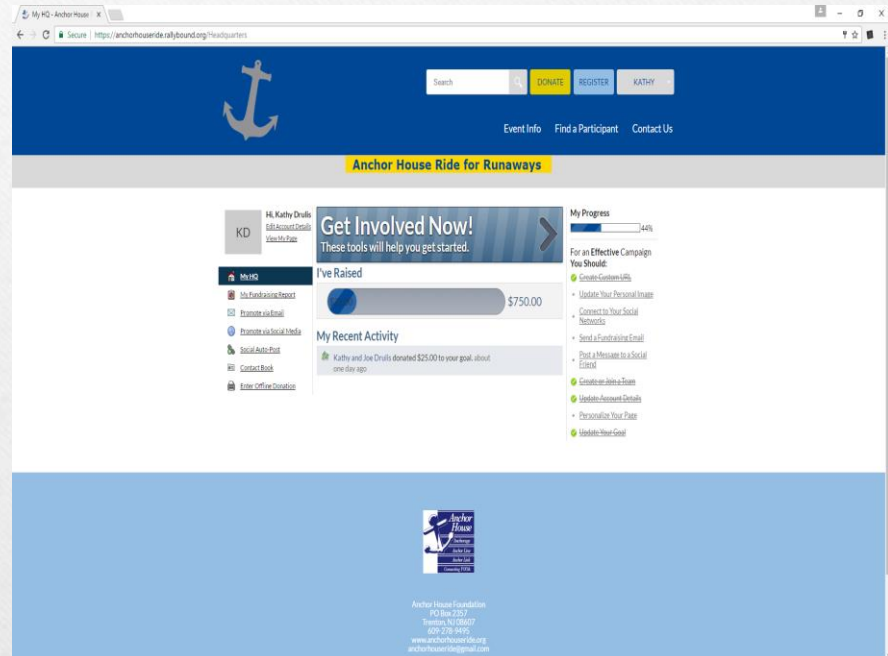
Asking for Money



- ▶ Set a personal goal and communicate that to your donors
- ▶ Start EARLY! \$750 minimum due in June
- ▶ Send reminders – people got your letter or email and meant to donate but forgot
- ▶ Tell people what you are doing – potential donors come from the most unlikely of places
- ▶ Keep your donors up to date – they want to know how your training is going
- ▶ Send a Thank You for every donation – it goes a long way
- ▶ Ask us for help! We can work with you individually.

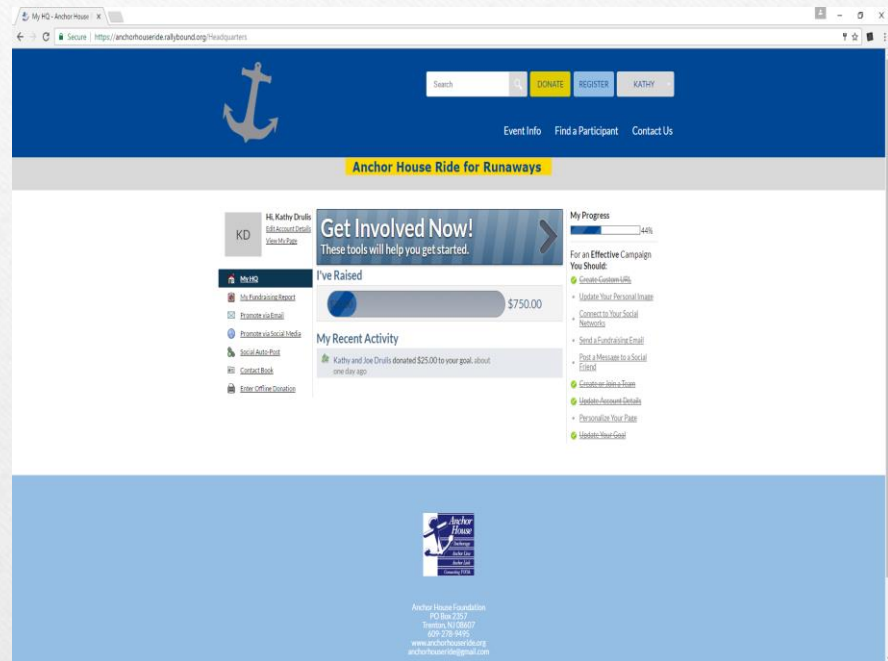
Fundraising Page

- ▶ Log in with email & p/w on website (www.anchorhouseride.org)
- ▶ Change as much information as you like or choose to keep the default message.



Fundraising Page

- ▶ Send a link directly from your page.
- ▶ Add your contacts to your page.
- ▶ Post to social media to donate directly to you.



Collecting Pledges

Anchor House Ride Website

- ▶ Donor pays through the website using credit card or Paypal by selecting you from the list of ride participants

The screenshot shows the 'DONATE' page for the 'Anchor House Ride for Runaways'. The page has a blue header with an anchor logo, a search bar, and buttons for 'DONATE', 'REGISTER', and 'SIGN IN'. Below the header, there are links for 'Event Info', 'Find a Participant', and 'Contact Us'. The main content area is titled 'DONATE' and 'Anchor House Ride for Runaways'. It includes a thank you message and a link to a PDF form. The donation process is divided into three steps: 1. Choose your recipient (with options for 'Donate to a fundraiser', 'Donate to a team', and 'General donation'), 2. Select a donation amount (with a dropdown for '\$' and buttons for '\$25', '\$50', '\$100', '\$250', '\$500', and '\$1,000'), and 3. Donation recognition (with a text box for a message and a dropdown for 'Name to be displayed on the site').

Donate - Anchor House X
Secure | <https://anchorhouseride.rallybound.org/Donate>

Search [] DONATE REGISTER SIGN IN

Event Info Find a Participant Contact Us

DONATE

Anchor House Ride for Runaways

Thank you for visiting our donation page. You may make a general donation at this time. Our individual and team participant pages have not been set up yet for the 2017 campaign.
To mail a donation, please click here: <https://ids.rallybound.org/Content/Images/img/5723/decmailingform.pdf>

1. Choose your recipient

Donate to a fundraiser Donate to a team General donation

2. Select a donation amount

\$ [] Or: \$25 \$50 \$100 \$250 \$500 \$1,000

☐ Please charge me a total of \$0 to cover processing fees.

3. Donation recognition

Type a message to be displayed with your donation on the recipient's fundraising page

Name to be displayed on the site
Use my billing name
☐ Don't display my donation amount

- We do not store any payment information
- A Paypal account is not required
- We do not solicit from donors at any time

Collecting Pledges

Donations that come directly to you

- ▶ You collect money from donors and they can be recorded two ways:
 - ❖ You may record an “offline donation” directly to your page
 - ❖ If done this way, the donations do not appear as recorded until they are verified by AHF. Once this is done, you will be notified immediately.
 - ❖ You send the checks to the AHF office and we record them

Collecting Pledges

Donor sends pledge directly to AHF

- ▶ The Direct Mailing Form can be printed from the ride website
- ▶ Donor completes the form with a pledge on your behalf and sends it directly to AHF
- ▶ This form is located in the **DONATE** button.



Matching Funds

Some employers match donations to non-profits

- ▶ **Ask your employer or your donors' employers. Some companies match 1 to 1 and up to 5 to 1**
- ▶ **You or your donor will complete the online or paper donor form**
 - **List Anchor House Foundation as the recipient**
 - **Tax ID#: 22-2898173**
- ▶ **Ask early! Sometimes it will take weeks to several months to receive the matching funds.**

Fundraising Facts

- ▶ On average we get **\$60,000** from Corporate donations (\$250 or more)
- ▶ Church Collection Total - **\$65,000**
- ▶ Less than 1% of our participants raise just the minimum amount

Fundraising

Church Collections

- ▶ Take place during weekends in May and June
 - Saturday night mass – 5pm
 - Sunday mornings – 7am to 1pm
 - Local churches (mostly Catholic)

- ▶ Sign ups will begin in April
 - You can sign up to collect money at a table
 - You can also sign up to speak at a mass. We can always use the help.

Fundraising Recognition

Corporate Donations

- ▶ Donors that contribute \$250 +
 - Sponsor levels: gold/silver/blue Anchors
 - Listed on website; mall sponsor board; ride video
 - Receive plaque (optional)
- ▶ Names must be handed in by the end of June (date tbd)
 - You and/or donor decides if this recognition should be done.
 - Forms can be found on website under fundraising

Important Info

- ▶ **Anchor House Foundation has 501-3c status**
- ▶ **All donors receive a thank you letter either by email or in the regular mail.**
- ▶ **Minimum amount of pledges must be made by Bike Loading day. If not you will be asked to pay the difference in order to participate as a rider.**
- ▶ **The #1 form of communication with AH is email so be sure to let us know if your email address changes and check your spam folder regularly if you are not receiving emails from us.**