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, Ask .......Donations 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.

$2,000
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

- 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
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.