

How can I raise \$1,000?

Well, that depends on what your network looks like. Think about:

1. Who are you targeting to raise money? You'll approach your aunt who loves you but is indifferent to biking differently from a stranger who loves biking but is indifferent to you.
2. Why do you think they will donate to your campaign?
3. How do you need to frame your fundraising pitch in order to reach them?

My fundraising pitch:

What's the hook? Tailor this to your audience (Grandma, you know how much I love biking...)

What am I doing? You're doing something challenging and impressive! Embrace it.

What am I asking for? You are asking for money! Don't shy away from that fact.

Why? Prove beyond doubt why WABA is worth their money.

My fundraising strategy:

Date	Action	Notes

Now, work backwards from here to prepare!

Sample Fundraising Strategy

Date	Action	Goal	Notes
5/21	Launch campaign to friends and family	\$300	Email, Facebook
5/21	Launch campaign at work	\$100	Paper flyers
5/22	Chipotle fundraiser (10% profit between 5-7pm)	\$250	Facebook, Twitter Paper flyers
5/23	Mid-week update: I only have \$300 left to raise! Share my story with 10 people!	\$150	Email, Facebook
5/24	5mi fundraising ride and happy hour	\$100	Diana Prince, DC Bikey Bar Facebook, Twitter
5/25	Thip Kao fundraiser (5% profit between 6-8pm)	\$250	Email, Facebook, Twitter Paper flyers
5/28	"Thank you, donors!" message	\$0	Email, Facebook, Twitter Handwritten
-	Total	\$1150 +	
Ongoing	Sell "I'll cook you dinner" coupons to friends	\$100	Facebook