

WABA in the Wild Fundraising Tips | 2018



★ Why WABA?

WABA does a lot of things, and some of them may be more important to you than others. Our mission is to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment; and educating children, adults, and motorists about safe bicycling. We seek to achieve this in a few different ways. Here are some examples:

- Advocacy: Community organizing in all of our jurisdictions, training new advocates, making progress on Vision Zero, and leading the Capital Trails Coalition.
- Outreach: Talking to people about bicycling all over the region, fostering a sense of community among bicyclists in the region, and bringing new and underrepresented communities into the fold.
- Education: Teaching classes for youth and adults to learn how to bike and become more confident bicycling in the city, certifying bicycling instructors, and teaching drivers how to behave safely around bicyclists.

★ Have a short timeline

With a good strategy, you can reach your fundraising goal in 5 days!

- Allows you to focus
- Commit to your campaign
- Get it done early

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★ Be consistent

Promote your campaign each day, to keep it at the top of donors' attention.

- Pick a theme for each of the days
- Post on social media multiple times each day about that theme
- Email/call/text your list each day
- Be slightly annoying :)

★ Make it about you

Use your campaign as a way to tell your story.

- Share personal stories, passions, and challenges
- Make your network know WABA is important to you
- Tell folks why you are doing this tour
- Explain why you care about bicycling

★ Connect with people

Your campaign should be sincere, personal, telling, silly, emotional, honest, funny, embarrassing, challenging—whatever you want people to know about you!

- Grab people's attention
- Make them feel something
- Get people to feel connected to you and like they want to give to your cause
- Offer something (fun or serious) for your donors in return

★ Make it easy

ALWAYS link to your donation page.

- Make it easy for people to give
- Put the link wherever you can: your social media profiles, email signatures, etc.

★ Thank your supporters

Make people feel good about having donated to your campaign!

- Acknowledge them publicly by tagging them on social media in Facebook posts
- Send an immediate thank you email—it can be simple
- Mail a thank you card or a tour postcard