



**50**  
*YEARS*  
— of —  
**SAFER STREETS**  
— and —  
**BETTER BIKING**  
since 1972

## WABA's Tips and Tricks for Fundraising



Thank you for participation in our Give Lively Peer-to-Peer fundraiser and for your support for WABA during our 50th year! We wouldn't have made it this far without supporters like you, and we are grateful for your help making our 50th year our best one yet!

Below are some tips, tricks, and strategies for making your fundraising campaign a success and smashing your goal out of the park!

Questions? Don't hesitate to reach out to Anna at [development@waba.org](mailto:development@waba.org).

## 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

## Be consistent

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

- Pick a theme for each of the days (maybe celebrating one of your favorite bike lanes, trails, or bicycling destinations each day?)
- Post on social media multiple times each day about that theme
- Email/call/text your list each day (excluding those who have already made a contribution!)
- Be slightly annoying :)

## Make it about you

Use your campaign as a way to tell your story.

- Share personal stories, passions, and challenges
- Tell folks why you are fundraising for WABA
- 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.

- WABA will help you set this up using our GiveLively Step-by-Step setup guide

## Thank your supporters

Gratitude is so important! It makes people feel good about having donated to your campaign...and lets them know you see and appreciate your support.

- 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
- Create incentives! Are you a great baker? Maybe promise a batch of your famous cookies to people who give a certain amount. Love to go for a trail ride? Treat those who donate to a bike ride and picnic on a local trail!