



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!

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 Ken at development@waba.org.

Why WABA?

WABA covers a lot of ground as an organization. It's important for you to share why you support WABA and the programs that motivated your involvement. It's also important to give a brief overview of our work, as what stands out as a reason to give will vary from person to person. Most of our work falls into three categories:

- Advocacy: Community organizing in all of our jurisdictions, training new advocates, making progress on Vision Zero, leading the Capital Trails Coalition, and fighting to build a Low Stress Network (waba.org/advocacy)
- Outreach:
 - The DC Bike Ambassadors encourage residents to bike, distribute resources and supplies bike lights and maps, and help educate our community on how to get around safely.
 - The DC Trail Rangers help folks biking on trails, clean up trails, and help improve trail conditions
 - Women & Bicycles empowers, educates, and encourages women/trans/femme identifying bicycle-riding people in the DC, Virginia, and Maryland metro areas.
- 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 5-7 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.

- You can pick a theme for each of the days. It could be the different places you like to bike, and how WABA
- 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. If you've attended a WABA ride, class, advocacy action, etc. including a photo of that is a great way to visually share your commitment to biking.
- Tell folks why you are fundraising for WABA, and explain why you care about bicycling
- If you'd like, we'd be happy to share the work we're doing in your community, even specifically on the lanes/trails you use. Reach out to membership@waba.org and we'll answer any questions!

Consider a match

- Matching even a portion of your campaign's goal can encourage donations. It's completely optional, but it can be a great way to make your supporters feel like their contribution is going farther.

Connect with people

Your campaign should be sincere, personal, telling, silly, emotional, honest, funny, embarrassing, challenging—whatever you want people to know about you! You know your friends, family, and neighbors best, so please feel free to go in whatever direction you'd like.

- 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.

Here are some ways you can thank your supporters:

- 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!