



Team Ohio - STIHL TOUR DES TREES Fund raiser starter kit and ideas

Beth's thoughts and advice; you will figure out your own approach, but for starters, I'll share mine. I keep my **TREE Fund envelope** with me at all times – in the car!! Always be prepared to 'ask.'



Enclosed in the envelope:

- One general TREE Fund Brochure (for your information)
- Stihl Tour des Trees brochures with tear off donation form (you probably got a few of these from the TREE Fund)
- Extra donation forms and a template to photocopy more (why waste fancy brochures if you don't have to)

Remember to **write your name on the bottom of the forms**, so the TREE Fund can credit the donation to you. Or if you're doing a team fund raising event, write Team Ohio on the bottom of the form.

- **4 envelopes, 4 stamps, and TREE Fund mailing labels**

I have found that having a few envelopes that are stamped, labeled, and ready to go can help you in certain situations. When someone says they'd like to donate and write a check when they get home, you can hand them the form and envelope; it is really hard to NOT follow through when you are presented with a stamped envelope. Or you can drop off a form and envelope at businesses you frequent and ask if they would consider donating (I did this at my Toyota dealership where I get my Prius serviced and they donated \$200 in 2010). Can't hurt to ask! And if you get checks handed to you, you can just mail them in to the TREE Fund; always include a form with the checks so you can get the person's email address at the very minimum. The TREE Fund sends a thank you email and tells them their donation is tax deductible. If they don't have an email, the TREE Fund will mail the donor a letter which is costly.

- **TREE Fund Note Cards – I got 500 made up for Team Ohio's use since we are not getting them from the TREE Fund (via ISA) any more.**

These are for thank you notes. I save these and send written thank you notes (along with a one page description of the ride) after the Tour – usually in September. ALSO - when a person donates, I immediately send an email or a phone call or thank them profusely on the spot if they hand me a donation! That way, they hear from you twice.

Using Email to request support:

Sending an email to a bunch of people at the same time is not a good idea. It is too easy for a person to ignore your email and not even respond; they figure they'll get lost in the crowd and you will forget about them. Ha! Don't let that happen!

Send each person a **personalized email** and use it as an opportunity to 'touch base' with them and chit chat about other things, too. Always include the direct link to your personal donation page. When I have time, I'll sit down and do one or two at a time; gradually you will hit all your appropriate contacts.

Long shot ideas for donors (usually done in person):

- Dentist
- Doctor
- Car Maintenance
- Bank
- Any business establishment where you have a connection
- Your CPA (my tax accountant always donates)
- Your bicycle shop (Eddy's bike shop in Stow Ohio has supported us before)

Lastly, always explain that donations are tax deductible and all money goes to the TREE Fund; all expenses for the tour des trees are paid by sponsors and riders. Some people may surmise they are paying for your bicycling vacation; NOT TRUE; they are supporting tree research.

Support for TEAM OHIO from the Ohio Chapter ISA

You can explain how your ISA Chapter deals with match money. In Ohio, to be eligible for the Chapter match, you have to be a member of the Chapter and you have to be a resident of the state of Ohio. Also, Chapter match money cannot exceed \$1,500 per rider. For example, last year, Ohio Chapter budgeted \$4,500 which was split 10 ways. If we had only one rider, only \$1,500 would have been used out of that budgeted line item.

The money we raise as a Team goes to the riders as they need it at the end and the Team Captain figures out how that is distributed. Luckily that has not been a problem so far since we have managed to meet our big goals as a team.

Call or email if you have questions. 330-322-7306 bethbuchanan@windstream.net