

FUNDRAISING TIPS & IDEAS

START EARLY! Order STIHL Tour des Trees info/fundraising brochures when you register online.

DISTILL YOUR MESSAGE: Why are you riding? Why do you care? Why should your donors care? What is the urban forest and why is it important? How does the research supported by TREE Fund benefit your community or profession? (treefund.org)

CREATE A LIST OF POTENTIAL DONORS (that's everybody you know):

- Co-workers, business associates, clients, and suppliers
- Doctor, dentist, lawyer, accountant, insurance agent, church members
- Local businesses you patronize (including your gym & bike shop)
- Local utility companies (they understand the need for arborists and tree care)
- Fellow ISA/TCIA members
- Fellow biking enthusiasts

CONTACT your prospects. Use our Fundraising Letter Template, or write your own. Be creative. Be passionate. Be clear.

- Identify yourself as a STIHL Tour des Trees rider
- Identify the cause (Tour brochures are helpful)
- Identify your fundraising goal
- Ask for a specific donation amount. Ask high--people rarely donate more than the amount which you request.

CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE: Research shows that donors respond to a customized message and photo with bigger donations.

FOLLOW UP:

- Track responses to your pledge requests
- Send another email with a link to your fundraising page
- Make a phone call

RESPOND WITH APPRECIATION: Thank your supporters personally; it will make soliciting easier next year! Your online donors receive an email receipt; TREE Fund sends a thank you letter/tax receipt for donations of \$25 or more. Neither one is as effective as a personal note from you.

TAKE ADVANTAGE OF THE FUNDRAISING SUPPORT AND TOOLS AVAILABLE:

- **The Rider Gallery** displays a photo, a brief bio, and a link to your fundraising page on the Tour des Trees website. To get listed on the gallery please send a photo of yourself to [Karen Lindell](#).
- Participate in TREE Fund's **fundraising promotional campaigns**. We typically run campaigns for Arbor Day and at the start of summer. Your donors can win prizes by contributing to your

ride during these promotional periods. Watch for details in the [TREE Fund Bulletin](#) and in the monthly Ride Guide e-blasts.

THROW A PARTY TO BENEFIT YOUR CAMPAIGN

- Involve a local restaurant or caterer
- Raffle off a prize
- Every guest makes a donation

MATCH DONATIONS: Ask your donors if their employer matches their charitable contributions. Double the donation!