Discover how to achieve your fundraising goals, including samples and guides.

bike@fullercenter.org
Fuller Center Bike Adventure
2023 Fundraising Guide

PART 1: ADVICE

THE 10 STEPS TO RAISING $10,000 OR MORE... 2

PART 2: TOOLKIT

HOME SPONSORSHIP INFORMATION 4
MYFCBA: YOUR PROFILE AND FUNDRAISING PLATFORM 7
SAMPLE FUNDRAISING EMAILS, ASKS AND THANK-YOU’S 8
MAILING LETTERS – HOW WE CAN HELP 14
SAMPLE FUNDRAISING LETTER 15
FUNDRAISING CONTEST CALENDAR 16
PLEDGE SHEET 17
The 10 steps to raising $10,000 or more

1. **Fear not.**

"I don't want to raise money."
"I feel bad asking people."
"I don't think I can do it."

If that's how you feel before you start, you're not alone. Time after time we see our riders start like that, but they rarely finish that way.

Remember, you're not asking for yourself, you're literally changing lives. You're giving people a fantastic opportunity to share in your journey and impact a family forever. No one gives until they decide they can and want to, so do not feel bad about asking nicely!

Embrace this opportunity to do something good! If you follow these 10 steps, you really can amaze even yourself.

2. **Learn.** Take a few minutes to learn all you can about The Fuller Center for Housing. Become knowledgeable. Get inspired! Read up at www.FullerCenter.org, listen to a speech or two by Millard Fuller www.fullercenter.org/speeches, and check out our Facebook page at www.Facebook.com/fullercenter.

3. **Gather your names.** Create a list of your supporting community -- friends, relatives, current or past co-workers, teachers, neighbors, church members, etc. This step is crucial, the more the better! You will be amazed later to see who gave for you. Hunt down email and mailing addresses for all of them.

4. **Customize your fundraising page.** Your 2023 Bike Adventure fundraising page has already been started for you using the username and password that you entered when registering for your ride. If you haven’t already, be sure to login to add your About Me section, create a profile photo, and make any other customizations that you would like. [For a how-to video, click here.](#)
5. **Make a personal gift.** This isn't a trick. Making a nice gift of your own isn't required, but it lets your supporters see that you're putting your money where your mouth is and lets you start from somewhere other than that dreaded $0.

6. **Be active on social media.** If you’re someone who uses Facebook, Instagram, or other social media, begin posting updates and pictures about your training, your excitement about joining the event, etc. Don’t make many direct asks on social media, but do include at the end of your message a link to your MyFCBA profile page and something as simple as “Funds raised: $X.” Let people feel encouraged to engage with your post even when they don’t donate.

7. **Send out bulk emails.** Guess what? They don’t need to be hard asks! It’s enough to share about what you’re doing, your goals, your progress, pictures and the link to your page. People get the idea! Always make the messages about more than a fundraising ask and just make sure your fundraising goal, your progress, and how to donate are very obvious. Best of all, MyFCBA and this guide have sample messages to help you start.

8. **Personalize it.** To the top people on your list (if not everyone), send personal emails separate from the bulk emails. Consider calling, offering to meet up, or making a presentation. Also, always give a personal reply as quickly as possible to anyone who replies to your messages in any way.

9. **Mail letters.** Let's face it, emailing is easy, sending mail is hard. But that's exactly why it works. The best news is that we can help! We'll actually print and mail letters for you. See the sample letter and details later in this guide.

After seeing your email messages for months, and now feeling your letter in their hand that you took the time to write and personalize, your supporters can't help but want to say yes.

10. **SAY THANK YOU!!** Every gift deserves a prompt, personalized thank you, and don't stop there. For example, send a post card during the ride, thank your people publicly on Facebook, or write their names in sharpie on your bike helmet. If you thank people right, they'll be thrilled to participate again next year!

**A final word:** This isn't the only way to do it. Phone campaigns, in-person meetings, direct appeals to your church, taking your rich uncle to breakfast, bake sales, you name it! Sometimes you have to get creative.
Sponsorship Opportunities

Sample Costs of Materials

To give donors an idea of what their funds can purchase, here are some approximations:

- $50 - Large box of nails to hold the home together
- $100 - 2 gallons of paint to make the home beautiful
- $250 - The front door to welcome the family and their guests
- $500 - The bathroom toilet and fixtures to make the home healthy and sanitary
- $1,000 - Energy efficient replacement windows to increase comfort and save costs
- $2,500 - A new roof to protect the family's home for decades to come
- $6,500 - Substantial home renovation in the U.S., or a new house internationally that will change the lives of a generation

United States

Roof Replacement or Repair: $4,000

Major roof repair or replacement is a huge economic burden for low-income families. Beyond the inherent challenge of being rained on in your home, leaky roofs cause water damage to the house itself and the things in them, and damp conditions cause illness. A bad roof also means a leaky house, creating energy inefficiency and high utility bills for families already in financial straits.

Rehab of an Existing Home: $6,500

Millions of Americans—many of them elderly or ill—cannot afford the repairs needed to keep their homes safe, stable and cheery. A Fuller Center rehab project allows families on limited incomes to stay in their own homes without refinancing or incurring the burden of heavy debt. The Greater Blessing Program supports repair work for other families and offers those in need the opportunity to give back.

A New Home: $75,000

Despite a seeming myriad of options to finance a home, for many working-class families, there is no such thing as an affordable mortgage on the conventional market. The Fuller Center for Housing helps hardworking, decent people set up reasonable, no-interest payments and “sweat equity” strengthens the sense of true ownership of their simple, decent home. As their payments are recycled to help more families, Fuller Center partner families spread the joy and benefits of homeownership to others.
International

Armenia – New House: $10,500 / Repair of an existing home: $2,900

Following the devastating earthquake of 1989, thousands of families were moved into Soviet shipping containers called domiks. Nineteen years later, thousands still live in what were supposed to be temporary shelters. The UN estimates that 40,000 Armenian families lack permanent shelter. Many of these people own land and have started to build homes they can't afford to finish. Due to breakdowns in the economy following independence and political instability, families in Armenia need capital - not charity - to move from hot, crowded, deteriorating domiks to safe, modest homes.

Also, like most former Soviet countries, Armenia is dotted with huge apartment complexes. Since independence, many of those apartments have been privatized, but many are in disrepair. The Fuller Center in Armenia helps families in these apartments refurbish their homes and make them safe, sound and hygienic.

El Salvador – New house: $1,000 (matching funds towards a grant)

Most families we work with in El Salvador do not own land and only have seasonal incomes from working in cane fields. They are part of a large, hardworking underclass that lacks the money, education and opportunities to lift themselves out of poverty. Multi-generation families often live in one-room dwellings, lowering hammocks from the ceiling in order to sleep at night. We are building a community of about 100 homes with the help of grant funding, but the grant requires us to find additional funds to complete it. Each new home will have 3 bedrooms, running water, electricity, and flush toilets -- all things that most of the families will have for the first time in their lives.

Haiti – New house: $6,500

We started in Haiti in response to the 2010 earthquake that devastated the capital city, building over 150 homes. Now the work continues in this impoverished nation, building permanent homes, employing workers, and even opening a hardware store to help families have access to the materials that they need to improve their own homes.

Nepal – New house: $5,050

The devastating earthquake in April 2015 put our homes that we had built right near the epicenter to the test -- and they passed with flying colors while 80-90% of all other homes in the area crumbled. Now we have increased the pace of our construction to
respond to the earthquake, and to prevent the next one from causing such a terrible disaster.

**Nicaragua – New house: $7,500**

The community of Zaragoza in the city of Leon is inhabited with hard working families who own their land, but have no access to the capital and construction expertise to move out of their wood, metal and plastic shacks into permanent homes. After building over 100 homes in the nearby indigenous fishing village of Las Penitas, we are now starting work there in Zaragoza to build homes with running water and flush toilets.

**Peru – New house: $6,500**

The La Florida project outside of Lima is nearing its 100th home: more than 500 people housed! Most families are migrant farm workers with low, seasonal incomes, living in portable huts made of woven reed panels. Those in traditional houses suffer from miserable overcrowding.

**Sri Lanka – New house: $2,800, Repair of existing home: $1,500**

Sri Lanka is a small island nation that has struggled through decades of civil war, which recently ended, and an onslaught of natural disasters such as the 2004 tsunamis and massive flooding in 2016 and 2017. The Fuller Center is helping neglected families near the urban capital of Colombo as well as in the countryside.

Although poor, the country of Sri Lanka has a high rate of home ownership. However, due to an economy destroyed by the natural and man-made disasters, struggling homeowners can’t afford to turn dilapidated or damaged houses into decent, safe places to live.

**Madagascar – $3,300**

The Fuller Center is partnering with families living in atrocious conditions near the town of Antsirabe, in central Madagascar, to provide the opportunities that they otherwise will never have. The program has developed low-cost methods of building and repairing homes with families. A detached sanitation building with a latrine and bathing area is included with each new home.
MyFCBA: Your Profile and Fundraising Platform

MyFCBA is a tool we’ve created to help you:
- Create your Meet the Riders profile
- Receive donations through your page
- View a list of all your donors with their contact information
- Thank donors
- Send update emails to donors, including email templates

Be sure to take advantage of this great tool!

Login here: my.fullercenterbikeadventure.org/login.asp

View a 4-minute how-to video here.
Email Campaign Samples

Sending monthly or bi-monthly emails to large groups of friends and family is a very effective way of involving others in your Adventure, and giving people the opportunity to donate or otherwise engage further. The most important aspect of your email campaign is to convey your excitement, and warmly invite others to take part in your journey however they can. Asking for money can feel awkward, but here is a secret…you often do not have to!

Important note: All of these pre-drafted emails are already in your MyFCBA account!

Introduce Your Adventure (New Rider)

Subject: I'm doing it!

Hello friends!

A few weeks ago a friend told me about a super long bicycle ride that she did. I'm talking hundreds of miles. I thought she was crazy. But as it turns out, so am I!

I still can't believe it, but I recently signed up to ride my bike from ______________ to ______________, which is about _______ miles. Yes, me. Am I ready? Not even close. But I'm very, very excited.

The ride is for The Fuller Center for Housing, which is an amazing organization that builds and repairs homes with families who need a helping hand. Of course I'd love if any of you joined with me (all the details are at FullerCenterBikeAdventure.org), but I certainly don't expect that. I just wanted to let you know that I'm doing this, request your prayers for my journey, and see if you'd be ok with me sending you updates. (If not, no hurt feelings, I'll just take you off this list.)

My profile is online here:

*|fundraisingPageURL|*

Hope all is well in your life. Drop me a note anytime.

God's blessings,

*|firstName| * *|lastName| *
**Introduce Your Adventure (Returning Rider)**

Subject: Here I go again!

Hello friends!

As you know, last year I had an amazing time riding with the Fuller Center Bicycle Adventure. Not only was it a great ride, but the way the ride helps families in need have a decent place to live through The Fuller Center for Housing is an awesome mission.

Although the riding will be another huge challenge, I signed up to ride again! And I wanted you to be one of the first to know. This time I will be riding my bike from ______________ to ______________, which is about _______ miles. My profile is online here:

*|fundraisingPageURL|*

I'd love to have your prayers for my journey, and to see if you'd be ok with me sending you updates. (If not, no hurt feelings, just let me know and I'll just take you off this list.)

Hope all is well in your life. Drop me a note anytime.

God's blessings,

*|firstName|* *|lastName|*
Birthday Message

Subject: A birthday wish

Dear Friends,

After you reach a certain age, we usually stop expecting to receive many gifts for our birthdays. But birthdays remain a great day to make a difference for the things you care deeply about.

In honor of my up-coming birthday on __________, would you consider donating to support the work of The Fuller Center for Housing? A gift towards helping those in need of decent homes would be the ultimate present for me to celebrate my birthday, plus it helps me towards my goal for my upcoming ride with the Fuller Center.

My goal is to raise _________ to support the Fuller Center's efforts around the world. If you'd like to help, visit my page here:

*|fundraisingPageURL|*

Getting older, but not 'old' yet!

With gratitude,
*|firstName|*

Birthday Follow-up

Subject: My birthday wishes came true!

Friends,

Thank you to all that donated in honor of my birthday, y'all raised over _________ and I was just giddy with the Fuller Center love that I received. What a great birthday!

Birthdays may come just once a year, but it's not too late to join the movement to empower communities like El Espino, El Salvador. Donations of every shape and size are stretched to their fullest capability, and in many parts of the world as little as $6,000 can build an entire home! Visit my fundraising page here:

*|fundraisingPageURL|*

With appreciation,
*|firstName|*
March Madness

Subject: March Madness, Bike Adventure style

Dear Friends,

In basketball, whatever you have done in the regular season doesn't help you in the playoffs. In the same vein, despite the amazing _______ that we have raised for the Fuller Center in 2022, Team *|lastName|*'s count for this competition is zero! If you are planning to support my 2022 Bike Adventure, and have not yet, this is the week to do it! If you have donated already, but feel a need to feed some healthy competition, let's do it! Check out most up-to-date score on the March Madness Leaderboard.

As a personal thank-you, I am going to write the name of each March Madness donor on the helmet that will accompany me throughout all my miles of riding this year. It would be my honor to take you with me on the adventures that await, even if you can't be there in person!

#LetsWinThis

*|firstName|*

To give me an assist: *|fundraisingPageURL|*

Almost There

Subject: So, so close...

Friends,

A gigantic 'thank-you' to the ______ of you who have donated to my ride this year, our 2022 fundraising total stands at $________! Sitting just $________ away from the goal milestone is like not riding the extra half mile to make a 99.5 mile day into a 100! Check out my fundraising page for more information about why I am so excited to raise funds for those in need!

*|fundraisingPageURL|*

God's blessings,

*|firstName|*
Mid-Ride Update

Subject: Update on my ride

Dear friends,

I can truly say that I wouldn’t have made it this far without your support, so I wanted to drop you a note to let you know how the ride was going. We’ve now been on the road for __________, and it already has more special memories and moments than I can put here.

________________________________________________________________________ [Space for personal updates about your ride if desired...or delete this line.]

Knowing that all of you are pulling for me has really helped to give me the strength to get through this. The _______ names that I have with me on my helmet from those who donated are a daily motivator and source of encouragement to me, which is so important on a journey like this one.

When I set my personal fundraising goal at $________ for this year, I knew it would be a stretch, but we are almost there! So far, we have already raised $_______ together, which is already making a difference.

If you have not already made the Sharpie-written list of supporters, I would love to have you along for the ride! Donations of $50+ will get etched in infamy on my trusty brain bucket! To learn more about my passion for partnership housing, check out my Bike Adventure fundraising page:

*|fundraisingPageURL|*

Riding together,

*|firstName|*
We Did It!

Subject: WE did it!

Dear friends,

Wow. Wow!

I'm just so amazed and moved at the way that you all have stepped up to encourage and support my ride and the mission of The Fuller Center for Housing. It makes me so happy to announce that we have officially met my fundraising goal! I've seen through my experiences with the Fuller Center that those funds are going to make a big difference in the lives of real people, so thank you, thank you!

My training has been going well -- over _____ miles last week -- and I'm nervous but feeling closer to being ready. I'll definitely send out updates from the ride and make posts on social media to help share the journey.

With eternal gratitude and appreciation,

*|firstName|*

*|fundraisingPageURL|*

Thank you!

Subject: Thanks, ______! [your donor's name]

Hey ______!

I just wanted to send you a quick note to let you know how much I appreciate your willingness to join me in supporting The Fuller Center for Housing. Having friends / mentors / neighbors / teachers / co-workers like you means so much to me and really encourages me for this difficult journey. Together, we are making a great difference in the lives of a family in need!

I look forward to sharing updates on my journey via email and facebook. Thanks again for being part of my supportive community for this bike ride!

Always grateful,

*|firstName|*
Mailing Letters – We Can Help!

For most people, mailing real letters is still the best way to raise money. But let’s be honest: it can take a lot of work to get those letters together. Thankfully, we can help!

Here’s how it works:

1. Gather all the addresses you can – really dig deep. Try to find everyone you know that you can think of – you’ll be surprised who ends up giving. Ideally these are people you have already been emailing. Enter them into a simple spreadsheet with seven columns: First Name(s), Last Name, Address, City, State, Zip, and Salutation.

2. Write your own fundraising letter – we’ve made this easy by including a sample letter in this Fundraising Guide. Just change it a bit to fit your fancy and you’ll be all set.

3. Email us your list and letter to bike@fullercenter.org. Let us know if you’d like us to provide the stamps or if you can do that yourself.

4. We’ll print the letters on letterhead customized with each person’s name and address. Then we’ll address and (if needed) stamp the envelopes. We’ll also create Fuller Center return envelopes for your donors and then mail you the entire stack.

5. Simply personalize and / or sign the letters, put them in each envelope, and take them to the post office right away. You’re done! (Just remember to follow-up and thank everyone.)

Send us your list and letters no later than 60 days prior to your ride!
Dear [Name],

[Personalize opening sentence(s)].

As you know from my emails, I am going to be part of a very challenging bicycle ride called the Fuller Center Bicycle Adventure. I am writing to personally invite you to share in this mission with me.

I will be riding about ____ miles from ____________ to ____________. I now have my bike, all the supplies that I need, and as for training? Well, let's just say it's a work in progress.

I'm really looking forward to the journey, but the real purpose of all this is to help change lives through The Fuller Center for Housing, which is a Christian non-profit that builds and renovates homes as a helping hand in partnership with those in need, not as a hand-out.

My personal goal is to raise at least $_______. So far, some amazing friends like you have already supported me in raising $______. Every dollar moves a family closer to having a life-changing home, would you support The Fuller Center with me?

Checks can be made out to “The Fuller Center” with “bike ride – [your name]” in the memo section. Send it in using the included return envelope or by mailing it to the address at the bottom. You can also give online via my personal fundraising page at: my.fullercenterbikeadventure.org/_____________.

With your support, and my determination to ride, we can make a great impact on the affordable housing movement. Thank you so much!!

With sincere appreciation,

[your name]
Fundraising Contest Calendar

In order to help guide focus, and infuse excitement into the fundraising seasons, we hope to host a calendar of fundraising contests for 2023:

**End-of-Year Campaign** – From registration until December 31, 2022

Let’s ride the wave of year-end giving by seeing how many riders can reach $1,000 raised by the end of 2022. As a bonus, participants on Cali to California, East Coast, and Natchez Trace who reach the $1,000 raised by December 31 will receive a free bonus jersey when they arrive! Start the season of giving off right.

**March Madness** – March 1 – 31, 2023

Our basketball-themed competition is always great fun! Our goal is to beat last year’s record of $86,305. Prizes and details will be announced closer to the event. The contest is structured so with both team and individual contests, so we’re working together as well as engaging in some friendly competition between our different ride events and individually. Last year, contests included:

- Fastest Start (ride event that raised the most through March 15)
- Everyone Scores (which ride event has the highest percentage of riders raise at least $100)
- Reach the Top of the Mountain (setting an overall March record)
- MVP of each ride event and overall (most raised)
- Assist leader of each ride event (most number of donors)

**Miles and Smiles** – April 15 – May 15, 2023

Held just before our two big summer rides begin, this event challenges riders to both get their training miles completed and to raise their funds, awarding points for both miles and dollars which results in a fun set of contests. There are weekly and overall winners.
Fuller Center Donation Pledge Sheet

Fuller Center Bike Adventurer: ________________________

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
<th>Amount Pledged</th>
<th>Paid?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Thank you for supporting the work of The Fuller Center for Housing!

Learn more at [www.fullercenterbikeadventure.org](http://www.fullercenterbikeadventure.org)

Questions? Email [bike@fullercenter.org](mailto:bike@fullercenter.org) or call The Fuller Center at 229.924.2900