

# 2017 Fundraising Guide

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# Fundraising Advice

It starts with F-U-N 😊

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## Three common barriers

You just signed up for the Fuller Center Bicycle Adventure, and now you have to raise thousands of dollars and the whole group is going to raise even more to push our team total to \$2.0 million. What now? PANIC!

Go ahead, click on the panic button.



Hmm, nothing seems to be happening, huh? So panicking might not be the answer after all. Now that we've got that out of our system, we can start to address the issue head on.

### **Barrier 1: But I don't WANT to raise all that money! I don't want to ask for money.**

Many people dread fundraising and they don't even know why.

By telling people about your up-coming exciting journey and asking for sponsors, you are giving those who cannot ride the opportunity to *participate* through giving. Supporting good work can be a source of joy that will inspire, challenge, and uplift those who hear about your plans.

Since no one gives except by their own choosing, fundraising is a win-win for both the rider and the donors. It's a chance to share about the good things for which God is using you and an invitation for them to be a part of God's work – using the resources God has entrusted to them. Best of all, the results of all this can have life-changing effects for families in dire need.

### **Barrier 2: Yeah, but I still feel bad asking people for money.**

There's no reason to feel bad. Remember why you ride, helping kids and families whose living conditions are enough to break anyone's heart. Ours is the work of opening human hearts and inspiring generous living, and it is a joyous thing. You should feel happy and excited!

God has entrusted us with all the resources we need to end poverty housing, but as Millard Fuller says, we need to get better at the "extraction business" – extracting God's money from our pockets. As an interesting fact, churchgoers on average give about 3% of their income away – far short of even the 10% minimum "tithe" set in the Old Testament. Without judging any individuals, we are helping people in the richest nation on earth respond to God's call to generously share their bounty.

### **Barrier 3: Ok, but how do I go about raising that kind of money?**

We trust that God will provide for us when we do all that we can with our own efforts. To help you with those efforts, we've come up with these 10 Principles.

# Ten Principles for Fundraising

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## **Principle 1: ASK!**

Ask and you will receive – don't ask, and you won't receive! No one can support you if they do not know what you are doing. It pays to ask.

Write down everyone you know – go back to grade school, churches you have attended, old jobs, teachers, your uncle Bob – everyone. This is your chance to invite all of them to participate in the Lord's work in this way and to help some people who really need it.

As Millard Fuller said, "We tried asking and we tried not asking, and we always got more when we asked."

## **Principle 2: Learn**

Learn all you can about The Fuller Center for Housing and our exciting work. Browse through <http://www.fullercenter.org/>, read Millard and Linda's biography in *The House that Love Built* (which we'll send to you in your rider welcome packet!), and learn about the need for affordable housing. It will help you talk confidently about the dynamic organization you are supporting.

## **Principle 3: Do what works**

For most people who fundraise for something like this, mailing physical letters are still their bread-and-butter. We offer to help you with this as explained in the fundraising toolkit, so there's no excuse! It's still one of the best ways to raise funds for most people!

We'd also suggest you create your very own fundraising page on our website! We have some basic instructions for how to set one up in the Fundraising Toolkit below and you can get started here: [fullercenter.donorpages.com/BikeAdventure](http://fullercenter.donorpages.com/BikeAdventure). Put some time into developing it, and then point people to it through Facebook, emails, etc. One word of caution: while emails and Facebook invitations are much easier than writing real letters, they're also much easier to ignore. With electronic fundraising it can be especially important to adhere to Principle 9: Always follow-up. Some riders last year posted on Facebook and Instagram regularly about their training and preparation for the ride, and always included a link to their fundraising page at the end of the post—it's a great way to keep people informed and remind them to donate! For some great online fundraising tips, check out this blog post:

<http://www.giveforward.com/p/category/fundraisingtips/fundraising-bootcamp>

Of course, the best fund raisers are those who do some of both. Already sent a letter but haven't gotten a big response yet? Follow-up with a brief email and a link to your fundraising page.

## **Principle 4: Get creative**

When writing your letters or creating your fundraising page, for instance, consider asking for a certain amount per mile, such as \$.10.

You can also expand your efforts beyond these more typical methods. A friend of mine went door-to-door, telling about her plans and handing out brochures, and she raised over \$4,000 in a single week. (Safety note: don't go door-to-door alone.) You could put a stationary bike in a prominent location in your town or college campus to do a sun-up to sun-down ride, receiving donations all day and getting the local newspaper to cover the story. You could then make copies of the newspaper story and use it when writing letters or asking people more personally.

Start a Facebook group, host a game/sponsorship night, buy donuts for a meet-and-greet sponsorship time after church, etc. Use your imagination! But don't feel above more traditional fundraisers like car washes and church donut sales.

Lastly, you can also take advantage of our corporate sponsor opportunities, listed on our website. If you find the sponsor, you will get the credit towards your goal. Just be sure to heed the indicated deadlines.

### **Principle 5: Make it personal**

When possible, tell someone about your trip in person or over the phone, even if your actual ask for funds comes later through a letter. If you're writing letters, personalize the first paragraph or write a short note on the bottom to let them know that this is a personal request, not a mass mailing.

In addition, instead of simply saying that you are raising money to support a cause, you can make it personal by saying that, for instance, you are trying to raise \$9,500 so that you can sponsor one home rehab project in the U.S. (\$5,000) and one new home for a family in the Republic of the Congo (\$4,500).

### **Principle 6: No pressure: bounce back from "no"**

If someone tells you "no," what do you lose? Nothing. You probably don't know the person's personal financial situation or ability to donate, so thank them anyway, pick your head up, and go on to ask the next person.

We aren't trying to force people's hands, we are giving them the opportunity to support us. And you never know, they may just donate at a later date.

### **Principle 7: Gain credibility: give a personal donation**

Why should someone give to something that you yourself won't give to? So give something and mention it in your letter and on your fundraising page. If you're able to make it substantial, mention the amount. This isn't flaunting your donation; it's just letting people know that you aren't asking them to do something you haven't done yourself. The bigger the amount you give, the more others will give.

### **Principle 8: Ask groups**

Churches, civic clubs, Bible study groups, schools, the local paper, athletic teams, school clubs, etc. Ask to speak briefly at one of their meetings about your trip, and who knows what the result might be. The group as a whole or some of the individuals might like to support you, or maybe even one

of them would like to join you! At worst, you've just "spread the word" to that many more people. We have a power point presentation you can use and adapt for events like this available for download on the [Tools for Riders page](#).

**Principle 9: Always follow-up**

So you already sent out a letter? Perfect. Send an email reminding everyone that you're still accepting donations.

Already sent an email? Send another. But to keep it from coming across as pushy, just send it as an update – how much you've already raised, the training that you're doing, your feelings as the trip approaches, etc. Mention how much more you need to reach your goal. Studies show that for many people they need to be asked 3-5 times before they'll consider giving.

Hint: Facebook groups/pages also let you message all your members – take advantage!

**Principle 10: Say "Thank you!"**

Your donors want to support both the cause and you personally. Be sure to say "thank you" for every gift, big or small. Keep them posted throughout the ride, such as by mailing out postcards along the way. If you help them feel loved and appreciated, they will know that the money they entrusted to you was well placed.

Do these things, pray real hard, and practice your "Bambi eyes", and before you know it you may have raised more than you thought possible! If all else fails, call or email us at The Fuller Center (229.924.2900 or [bike@fullercenter.org](mailto:bike@fullercenter.org)) and talk it over. You can do it!

## Mailing Letters – We Can Help!

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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. 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 packet (or you can download a copy of the template in a word document from the [Tools for Riders page](#)). 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](mailto: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 **May 1<sup>st</sup>** for the Summer Rides!



[Space for Full Name]  
[Space for address]  
[Space for City, State, Zip]

[Date]

Dear [Name],

[Personalize opening sentence(s)]. Anyway, I wanted to invite you to be a part of my exciting adventure that I have planned for this summer.

Through an event called the Fuller Center Bicycle Adventure, I will ride my bike [ ] miles across the country from [start location] all the way to [finish location]! My ride will support The Fuller Center for Housing, a Christian non-profit that builds and renovates homes as a helping hand in partnership with those in need, not as a hand-out.

Poverty housing is a major issue in the world today – More than 1 billion people worldwide live in substandard housing and an additional 100 million are homeless. There is a huge need for decent homes all over the world, and even right in our own communities. That's why I have decided to try to help out this summer by participating on this ride and supporting The Fuller Center.

The ride will last from [start date] to [finish date]. Some riders (like me) will ride the whole way, while others are joining for one of the nine week-long segments. In addition to biking, my fellow cyclists and I will repair homes in 6 locations along the way, speak to audiences and the media, and raise money.

Our goal this year is to raise \$400,000 as a team, which would bring the total raised by FCBA riders to \$2 million! My personal goal is to raise [your goal]. I know you cannot do everything, but *everyone can give something*. Would you sponsor me this summer, as you are able? You can contribute \$.01, \$.10, or \$1 per mile – or more if you are able. I'm personally giving [\$\_\_\_\_\_].

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 learn more or donate through our website, [www.fullercenterbikeadventure.org](http://www.fullercenterbikeadventure.org), where you can find the link to our online journal ("blog") that we will use to post pictures and updates from the road. Thank you in advance for your prayers and support this upcoming summer!

With sincere appreciation,

[your name]  
[your email]

P.S. If I don't have your email, would you email it to me? I'd like to send you updates. Thanks!

## Sponsorship Opportunities

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### ***United States***

#### **Roof Replacement or Repair: \$2,500**

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: \$5,000**

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: \$50,000**

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.

#### **The Democratic Republic of the Congo – New house: \$6,000**

Sponsorship of a home in the DRC, formerly Zaire, is particularly meaningful because it is where Millard and Linda Fuller began their visionary mission to eliminate poverty housing 40 years ago. The Fuller Center is working in remote Bolomba, reachable only by a six-hour riverboat ride. The people live off the river and in the jungle without electricity, phones or litter.

**El Salvador – New house: \$5,500**

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.

**Haiti – New house: \$4,500**

This project was started in response to the 2010 earthquake that devastated the capital city. More than 1.5 million people are still estimated to be living in tents throughout the country. Haiti is considered the poorest country in the Western Hemisphere. The quake impacted some 3 million people in a country of 9 million. Nearly four years later, The Fuller Center is still one of the few organizations who are building permanent homes in the country.

**Nepal – New house: \$3,500**

The Rana Tharu are an extremely poor people who have lived through generations of bonded labor. With its partners, The Fuller Center is relocating an entire village of 63 houses from a low-lying river area to higher ground to stop the frequent flooding of the homes. Despite its modest cost, a Fuller Center house in Nepal often shelters close to a dozen people because the Rana Tharu live in traditional, extended families.

**Nicaragua – New house: \$4,000 / Repair of existing home: \$1,500**

The fishing village of Las Penitas, Nicaragua is a study in contrasts. Smiling children laugh and play during the day and lay their heads to rest in flimsy, unsafe shacks at night. Fishermen and workers struggle mightily to feed and house their families, yet will offer others food and even the shirts off their backs. The Fuller Center is excited to support the work to improve housing in this beautiful indigenous community of loving and hard-working people who not only work to help themselves, but are just as eager to help others.

**Peru – New house: \$5,500**

The La Florida project outside of Lima will shelter 448 families: more than 2,000 people! Most families are migrant farm workers with low, seasonal incomes and no land. Many currently live in portable huts made of bamboo panels, and those in traditional houses suffer from miserable overcrowding. Many organizations are assisting families who lost homes in a 2008 earthquake, but The Fuller Center will help families who have never had homes.

**Sierra Leone – New House: \$5,000**

Sierra Leone, recovering from a deadly and disastrous civil war that ended in 2002, has one of the lowest United Nations Development Index scores in the world and yet receives almost no international attention. We are working in an area just outside of the capital of Freetown where large extended families of 10-15 people, often including war orphans, live in houses of mud and tarps. Without a secure and dry dwelling place, the people are highly susceptible to crime and disease. We have been given 10 acres of land and are poised to build as many homes as we can fund.

**Sri Lanka – New house: \$3,500, Repair of existing home: \$1,500**

Hundreds of organizations have built homes for tsunami-affected families near the high-profile resort areas of southern Sri Lanka. However, The Fuller Center is helping neglected families near the urban capital of Colombo where the tsunami not only destroyed huge swathes of houses but also destroyed the livelihoods of the fishermen who live there.

Although poor, the country of Sri Lanka has a high rate of home ownership. However, due to an economy destroyed by the civil war and the tsunami, struggling homeowners can't afford repairs that would turn dilapidated or damaged houses into decent, safe places to live.

## Trip Mileage Estimates

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### Cross-Country Ride: San Francisco, CA to Savannah, GA

#### By State

California: 242 miles  
 Nevada: 440 miles  
 Utah: 330 miles  
 Colorado: 435 miles  
 New Mexico: 345 miles  
 Texas: 202 miles  
 Oklahoma: 382 miles  
 Arkansas: 77 miles  
 Louisiana: 255 miles  
 Mississippi: 218 miles  
 Alabama: 227 miles  
 Georgia: 299 miles

#### By Segment

[Segment 1](#): San Francisco, CA to Fernley, NV (375 miles)

[Segment 2](#): Fernley, NV to Grantsville, UT (497 miles)

[Segment 3](#): Grantsville, UT to Craig, CO (351 miles)

[Segment 4](#): Craig, CO to Santa Fe, NM (484 miles)

[Segment 5](#): Santa Fe, NM to Lawton, OK (512 miles)

[Segment 6](#): Lawton, OK to Shreveport, LA (404 miles)

[Segment 7](#): Shreveport, LA to Jackson, MS (328 miles)

[Segment 8](#): Jackson, MS to Americus, GA (412 miles)

[Segment 9](#): Americus, GA to Savannah, GA (248 miles)

**TOTAL: 3,600 miles**

Formula:  $\frac{\text{miles}}{\text{miles}} \times \frac{\text{\$/mile}}{\text{\$/mile}} = \$ \frac{\text{sponsorship amount}}{\text{sponsorship amount}}$

## West Coast Ride: Seattle, WA to San Diego, CA

### By State

Washington: 194 miles

Oregon: 354 miles

California: 1080 miles

### By Segment

[Segment 1](#): Seattle, WA to North Bend, OR (429 miles)

[Segment 2](#): North Bend, OR to San Francisco, CA (536 miles)

[Segment 3](#): San Francisco, CA to Santa Barbara, CA (392 miles)

[Segment 4](#): Santa Barbara, CA to San Diego, CA (271 miles)

**TOTAL: 1,628 miles**

Formula:  $\frac{\text{miles}}{\text{miles}} \times \frac{\text{\$/mile}}{\text{\$/mile}} = \$ \frac{\text{sponsorship amount}}{\text{sponsorship amount}}$

## East Coast Ride: Portland, ME to Key West, FL

### By State

Maine: 60 miles  
 New Hampshire: 18 miles  
 Massachusetts: 86 miles  
 Rhode Island: 17 miles  
 Connecticut: 145 miles  
 New York: 34 miles  
 New Jersey: 92 miles  
 Pennsylvania: 22 miles  
 Delaware: 25 miles  
 Maryland: 107miles  
 Virginia: 217miles  
 North Carolina: 187 miles  
 South Carolina: 268 miles  
 Georgia: 144 miles  
 Florida: 612 miles

### By Segment

[Segment 1](#): Portland, ME to Tabernacle, NJ (463 miles)

[Segment 2](#): Tabernacle, NJ to Raleigh, NC (439 miles)

[Segment 3](#): Raleigh, NC to Savannah, GA (389 miles)

[Segment 4](#): Savannah, GA to Orlando, FL (314 miles)

[Segment 5](#): Orlando, FL to Key West, FL (429 miles)

**TOTAL: 2,034 miles**

Formula:  $\frac{\text{_____}}{\text{miles}} \times \frac{\text{_____}}{\$/\text{mile}} = \$ \frac{\text{_____}}{\text{sponsorship amount}}$

## Pledge Sheet

Your Name: \_\_\_\_\_

Name	Phone	Email	Amount Pledged	Paid?
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				

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



[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

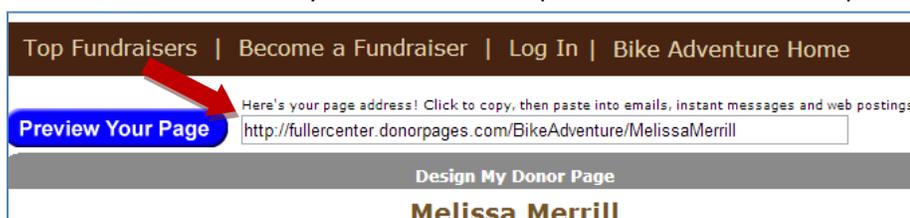
## Building Your Fundraising Page

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### Create a new page

(These instructions are for **new riders** or returning riders who **did not** create a fundraising page for the 2017 ride. If you did create a fundraising page for your ride last spring or summer, skip to the next section to learn how to update it for the 2017 ride!)

1. Go to <http://www.fullercenterbikeadventure.org/> and click “Become a Fundraiser” to create your page.
2. Once your page is created, add a picture of yourself, personalize the text, and start sending it out! We will link to it from your “Meet the Riders” profile so people can find it from there too. You can find the link that you should send to potential donors at the top of the page:



3. You should receive an email after you create your page with your username and password. To make changes to your page you can go to [fullercenter.donorpages.com/BikeAdventure](http://fullercenter.donorpages.com/BikeAdventure).

That’s really all there is to it! There are a lot of other options on the pages you can experiment with as well, but once you get your story and a good photo up there you’re ready to go!

When donations start coming in, note that only donations that come in directly through your fundraising page will appear automatically on your page. That means that any donations that come in by check, for example, will not appear on your page automatically. You will see check donations on your official fundraising report that we’ll send to you by email (on a weekly basis starting in December or January). If you’d like to add those donations to your fundraising page as well, here’s how:

1. Log in to your fundraising page here: [fullercenter.donorpages.com/BikeAdventure](http://fullercenter.donorpages.com/BikeAdventure)
2. Move your mouse over the “Donations Summary” box and click the “Edit Donation Summary” link that appears.

I can see more clearly both how important your support is and how far your dollars can go for people in need of a simple decent place to live.

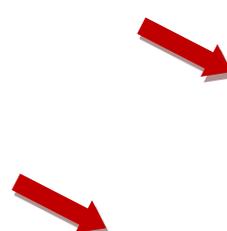
Thanks again for all your support ... hope to see you on the road!  
-Melissa

P.S. Don't forget to follow the journey on our blog: [www.fullercenter.org/blogs/bikeadventure](http://www.fullercenter.org/blogs/bikeadventure)

▼ Donations Summary

Date	Contributor	Amount	Comment
10/30/13	Lisa Corsi		
10/30/13	Shelby Purdue	\$ 30.00	
10/30/13	Ms. Leah F. Gay	\$ 20.00	
10/30/13	Ryan Iafigliola	\$ 250.00	
10/30/13	Americus Mennonite Fellowship	\$ 375.00	
08/08/13	Mary Lackeen	\$ 50.00	You are an amazing leader on and off the bike.
08/03/13	Chris and Laura	\$ 200.00	So exciting to see all your pictures: keep up the amazing
<b>Count: 30</b>		<b>\$3,765.00</b>	

3. Under “Offline Donations” enter the donation information and click the “Enter Offline Donation”



☐ Hide donations received before 11/4/2013

Offline Donations:

Contributor:

Amount:

Comment:

Date	Contributor	Amount	Comment
10/30/13	Americus Fellowship	\$ 375.00	
05/06/13	Lisa Merrill	\$ 560.00	an AMAZING bake sale!!

button.

4. To make changes to a donation you’ve entered select the donation from the list, edit the information that appears in the “Contributor:”, “Amount:”, and “Comment:” boxes, and click “Enter Offline Donation” to save the change.

Offline Donations:

Contributor:

Amount:

Comment:

Date	Contributor	Amount	Comment
10/30/13	Americus Fellowship	\$ 375.00	
05/06/13	Lisa Merrill	\$ 560.00	an AMAZING bake sale!!

## Update your page from last year's ride

(This section is for **returning riders** who created a fundraising page before 2017!)

1. Log in to your page with your username and password here:  
[fullercenter.donorpages.com/BikeAdventure](http://fullercenter.donorpages.com/BikeAdventure) (if you can't remember, click the "Forgot Username/Password?" link!).
2. Make sure to update the text to reflect your plans for this spring / summer!
3. To update your fundraising goal you have two options:
  - a. Make it a cumulative goal! For example, if last year you raised \$4,650 and this year your goal is to raise \$5,000, change the goal on your fundraising page to \$9,650 (or better yet, round up to \$10,000!). You can explain in the text on your page that you're continuing on your mission to help eliminate poverty housing. It'll help demonstrate your commitment and celebrate the great work you've already done, and it may even help your donors think bigger!
  - b. Or, you can "hide" all of your donations from last year and start fresh! Update you the goal on your page to your 2017 fundraising goal. Then to hide last year's donations, move your mouse over the "Donations Summary" and click "Edit Donations Summary". Check the box next to "Hide donations received before..." and change the date to 10/1/2016 (that's when we start counting new donations toward your 2017 goal!).

**Donation Summary Options**

Display Scrolling List of Donors  
 List Title:

Display Donation Summary Table

Display Donor Name

Display Donation Amount

Display Donation Comment

Hide donations received before

