

# Online Fundraising Setup

[www.beachcenturytour.com](http://www.beachcenturytour.com)



**One of the best ways to raise funds for your ride is to set up a Fundraising Page. These steps will help guide you through the process.**

- 1** If you have not registered for the event yet, register online by clicking the “Register Today” button on the homepage of [www.beachcenturytour.com](http://www.beachcenturytour.com). This will take you to the Active.com website where you can sign up for the ride.
- 2** During the registration process, make sure to create an account on Active.com.  
*Note: You will need an account to create and manage your Fundraising Page when you are done.*
- 3** Once you are officially registered, visit [www.active.com/donate/2010BeachCenturyTour](http://www.active.com/donate/2010BeachCenturyTour). Click the “Become a Fundraiser” link at the top of the page.
- 4** You will be prompted for your Active.com username (Email address) and password. Login and follow the steps to create your Fundraiser Page.  
*Note: The web address defined will be your unique page: [www.active.com/donate/2010BeachCenturyTour/yournamehere](http://www.active.com/donate/2010BeachCenturyTour/yournamehere)*
- 5** Once your Fundraiser Page is created, use the full web address to let people know about your effort! Some ideas for getting the word out include:
  - Send emails to friends and family with a short note and the link to your Fundraiser Page
  - Post the link with information on Facebook
  - Tweet the link to friends
  - Post the link on any personal pages, blogs, calendars, etc.

**For more information, assistance, or tips on how to manage your Active.com Fundraising Page, visit the ActiveGiving Tips page at [www.active.com/activegiving/tips.cfm](http://www.active.com/activegiving/tips.cfm).**

*Note: You can also track offline donations by going to your Fundraising Page, clicking on “Become a Fundraiser”, and clicking the “Track Offline Donations” tab on the top bar!*

# Fundraising Tips

www.beachcenturytour.com



**Set a Realistic but Reachable Goal for your Fundraising:** Although there is a minimum fundraising goal to ride, there is no MAXIMUM goal! Determine an amount you can reach, get started early, and keep talking it up.

**Setup a Fundraising Page for your Donations:** It's fast, free, and easy to do, and it will really help you generate and track donations. Simply follow the instructions above.

**Corporate Sponsorship:** Consider any connections you might have with companies who may be willing to sponsor you or your team in the Beach Century Bike Tour.

**Workplace Fundraising Challenge:** Encourage your co-workers to donate to your ride and challenge them with a contest where the person who donates the most money will win a prize (dinner, movie—be creative!)

**Host a Dinner or Theme Party:** Spend some time with your friends and fundraise at the same time! Invite your pals to a dinner or theme party and ask each person to make a \$10-\$25 donation. BBQ dinners and cookouts make great donation get-togethers!

**Get the Kids Mowing:** Encourage your kids to get involved and help a great charity! Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$25-\$50 and you'll reach your goal in no time!

**Ask Your Neighbors:** We've all received "the ask" to support sports events and buy cookies – asking your neighbors for a donation is easy, because we all do it!

**Karaoke Night:** It doesn't matter if you sing like Frank Sinatra or a rooster—have a fun Friday night at a Karaoke Bar and sing, sing, sing for pledges! Have some more fun with the way you structure donations—\$1.00 to sing a song, \$3.00 to make someone else sing, \$5.00 to stop singing (You might even raise more donations to stop singing!)

**Garage Sale:** With Spring right around the corner, clean out your closets and the garage and have a good old fashioned yard sale where all your profits go to your ride!

**eBay.com:** If you have something good that you think might raise more money on eBay—list it!

**Create a Curse Jar:** Most of us are guilty of a bad word or two! Put a "Curse Jar" in your office and whenever someone opens their mouth to say a bad word, they have to open their wallet to put a dollar in the jar. This helps two causes!

**Company Matching Donations:** Some companies offer matching donations for charitable causes. Find out if your company is one of them.

# Donation Tracking Form

www.beachcenturytour.com



## Rider Information

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Event:  100 Mile Century  50 Mile Half Century  33 Mile Ride

Donor Name	Address	Phone	Pledged	Paid
Note: Donations are Tax Deductible – FED ID# 20-3244422			<b>Page Total:</b>	

## Check Payable To:

The We Promise Foundation  
160 Newtown Road, Virginia Beach, VA 23462