

Online Fundraising Setup

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. 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/2011BeachCenturyTour. 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/2011BeachCenturyTour/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.

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.

