

THE RIDE

FOR OUR VETS

CONNECTICUT
VETERANS
LEGAL
CENTER



Fundraising Toolkit

What's Inside?

- Personalization to increase donor engagement
- Reaching out to your network
- Using social media to thank donors and keep them updated
- Statistics and sample posts

Need more help?

Ask the Rider Coach!

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Visit our website!

www.rideforourvets.org

Our Mission

The Connecticut Veterans Legal Center helps veterans recovering from homelessness and mental illness overcome legal barriers to housing, healthcare and income.

Why Ride?

"Seems to me that cycling 100 miles is nothing compared to the sacrifices Veterans have made for us. We all need to work hard to see that Veterans have the medical care they need and decent homes to live in. Thankfully CVLC helps our Veterans get there."

Len Miller
The Ride for Our Vets Founder

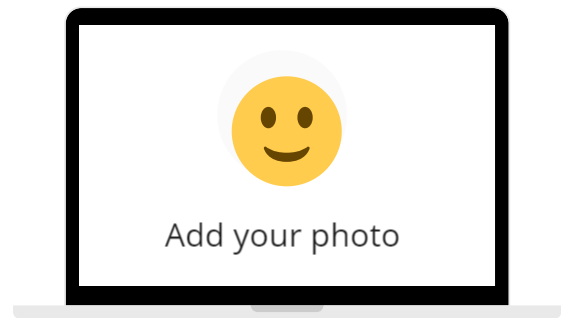
Let's Get Fundraising

Step One Personalization

Customize your Classy page and your profile

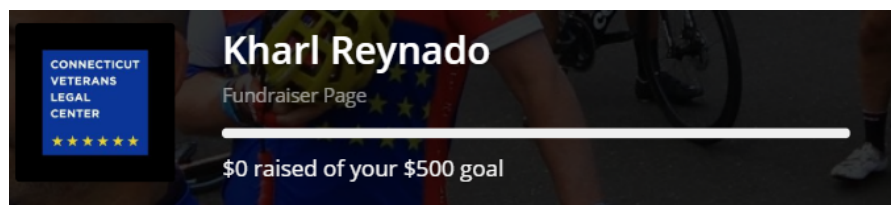
Add your photo!

Your family and friends want to see your face when they donate to your page.



Set your fundraising goal!

While the minimum is \$200 per rider, the average rider raises \$600. With the tools and tips in this toolkit, you can too! Ask your Rider Coach, Kharl, for more tips.



Add why The Ride For Our Vets matters to you! If you're a returning rider, add why you decided to ride again.

Customize the default campaign story. Your family and friends will be more likely to donate if they know why you ride for veterans. Share what drives you!



Reach Out To Your Network

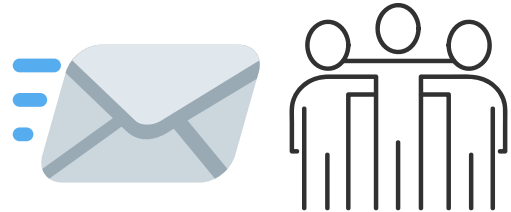
Step Two

Make a List of Contacts

Start with your inner circle and then branch out

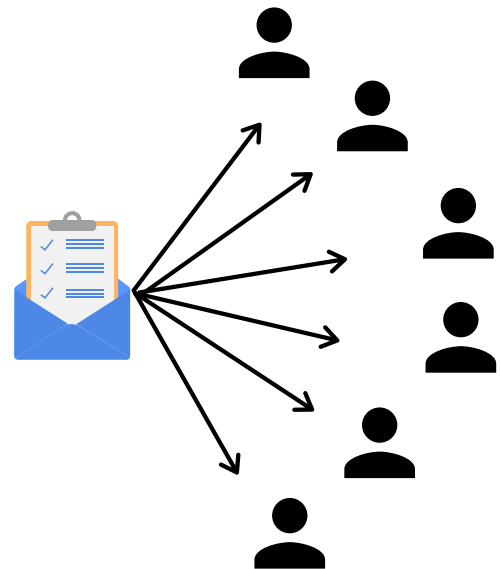
Individually email 5-10 closest people!

Getting your "inner circle" to donate will help build momentum!



Use the default email templates to send emails to 10-15 close contacts!

Once you've emailed your family and closest friends, branch out farther to your entire circle of close friends!



Email everyone else on your list!

Send your message to as many other contacts you feel comfortable sending a message to (co-workers, distant relatives, your neighbors, etc.)

More Fundraising Tips

- Make the first donation! Set the standard for how much you want people to donate. Those who self-donate raise 10 times more than those who don't.
- Studies show that on average 7 donors raise nearly \$600 for fundraisers.
- With some good progress on your campaign, your outer circles will be more likely to join your movement!



Keep the Momentum Going

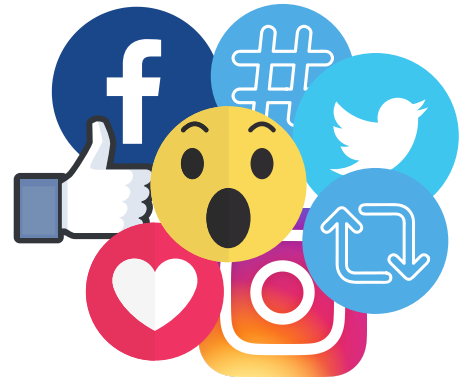
Step Three

Keep your Donors Updated

Use social media to update progress and say thank you!

Use your social media to share progress!

Maintain the excitement, update your network, and thank your donors! Update your audience about how you are training for The Ride with pictures.



Follow up and keep reaching out!

Send follow up campaign emails urging people to help you reach your goal. Keep personalizing it with your message, how many miles you're riding, and why you ride for CT Veterans.

Don't forget to say thank you!

Say thank you to your supporters throughout your campaign. Once it concludes, don't forget to update your supporters on the total amount raised.

Social Media Tips

- Always include a picture or a video with every post.
- Use #TheRide2020 and invite your donors to get live updates on the day of event by following The Ride for Our Vets social media accounts!
- Share big milestones, give donor shout outs, and create a sense of urgency by counting down to the Ride date.
- Use the email and social media templates already on Classy. More content on the next page!
- Let people know that CVLC's work makes a difference.



More Ways to Fundraise

Let's Get Creative!

There are many ways to raise money. Here are even more ideas to help you reach your goal.



Dedicate a Special Occasion

Any special events coming up? Think of birthdays, graduations, or anniversaries! Asking for donations for these special occasions instead of gifts is an incredibly selfless way to help support CT veterans!

Arrange an Event or Activity

You can use your skills and interests to support a great cause! To begin, identify what your passions are. Do you enjoy baking? Cooking? Exercise beyond cycling? Use those passions to raise money. Ask Kharl for more details about organizing an event!

Ask Other People to Help You

Ask your family and friends to share your fundraising posts on social media with their own circles. Sharing with more people will broaden your network.

For The Ride for Our Vets flyers and graphics you can share, [click here](#).



Share Different Content

Statistics, Social Media, and Images

Share our statistics and how donations help veterans

- Seven of the top ten unmet needs for homeless veterans are legal in nature.
- For every \$1 invested in CVLC, approximately \$15 of tangible benefits are created for Veterans.
- Half of CVLC clients have experienced homelessness and 80% have one or more disability.
- With a median income of \$15,396, CVLC clients cannot afford the legal services of a private lawyer.
- CVLC has a success rate of over 80% so you can trust that veterans are getting the help they deserve.



The Ride For Our Vets

I'm joining The Ride For Our Vets to raise money for CT Veterans. Veterans sacrificed so much for us. Help me by donating to the Ride! (include fundraising page link)

We're 50% towards our fundraising goal of \$600. With only a few weeks until the ride, your chance to donate is almost over. Help change a veterans life today. (include fundraising page link)



@RideForOurVets

I ride for the Ride for Our Vets because Veterans should live lives of dignity. CVLC helps Veterans struggling with homelessness and mental illness overcome legal barriers to recovery. Donate today! (include fundraising page link)

Pro Tip: Images gain more user engagements. Access CVLC & Ride images here.



@RideForOurVets

I'm riding 25 miles to support CT Veterans. Help me by donating! (include fundraising page link)

The Ride For Our Vets is a chance to give back to our Veterans. Help me by donating today. (include fundraising page link)

Pro Tip: Tag donors and stay active by using #TheRide2020!