

# Ride

**for a reason**

It's **bigger**  
than a bike  
challenge!

Tips to boost donations  
and promote your **Ride for  
a reason** fundraising.

[rideforareason.com.au](http://rideforareason.com.au)





# Ride

**for a reason**

## Why are we here?

Too many people are impacted by cancer these days. We're so thrilled you're willing to make a difference for each of them and their families to support research, prevention, advocacy and support programs that save lives.

### Thank you!

We know that fundraising isn't always easy.

Asking friends, family, colleagues and networks to support you may be overwhelming, but we're here to help.

This manual is full of tips to inspire you to think outside the box and consider different ways to reach your fundraising goal—and you will. Just remember, there's no right or wrong way; it's all about making it work for you.

Don't forget, we're fundraising and event specialists. We're here to support and guide you, so just let us know if and how we can help.

Most importantly, remember that every dollar you raise through *Ride for a reason*, will help get us closer to a cancer free future.







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## Six top fundraising tips.

You'll be truly amazed by how generous people are when you tell them you're raising funds for Cancer Council SA. The key to fundraising is simple—you just have to ask! Here are six top tips to successful fundraising:

### 1. Share your story.

Give your family and friends a reason to sponsor you. Explain why this is important—if you or someone you know has been impacted by cancer, and you are happy to share this story, include it.

Make sure you also take the time to send personalised emails to family and friends when you ask for donations; it's worth the effort. [See our example on pages 11–12.](#)

### 2. Personalise your online fundraising page.

Including personal visuals on your fundraising page will help personalise it—a picture paints a thousand words! Consider including pictures of your loved ones, someone you know who is impacted by cancer, as well as any cycling pictures you may have.

### 3. Set a high benchmark for the first donation.

We suggest you make a self donation to your fundraising page and in doing so, set the benchmark for the donations to follow. Don't forget, you'll receive an automatic tax deductible receipt for your donation.

### 4. Try asking for a suggested donation of \$73.

Like gift giving, at times people find it difficult to know how much they should give, so try helping them out and giving a suggested donation amount when you ask them to sponsor you.

Telling people exactly how their money will make a difference helps to boost your donations.

Check out [page 14](#) for more information about where your money goes.

### 5. Make good use of email and social media.

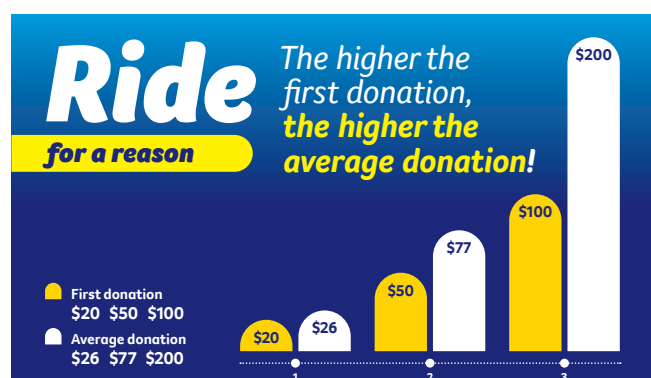
Include your fundraising page link in your email signature and share it to social media pages.

Tell everybody about your *Ride for a reason* journey and let them know how they can sponsor you. Don't forget to include your fundraising link on Facebook posts.

Post or tweet regularly about how you're going with your fundraising so that others can go on the journey with you.

### 6. Turn to Cancer Council SA.

Cancer Council has a team of fundraising experts who can provide you with advice on your fundraising. Call us on 1300 65 65 85 or 08 8291 4154, if calling from outside SA, to talk to one of our team members about your fundraising ideas.





# Fundraising ideas.

## At work:

- Does your workplace have a social committee? Discuss the possibility of your workplace incorporating a *Ride for a reason* fundraising element.
- Set up a workplace fundraising competition (e.g. different departments/teams/branches) with prize incentives.
- Share your *Ride for a reason* profile with your colleagues by including it in a staff newsletter, posting to an online dashboard or sending an email to all staff.
- Consult your HR department and see if the business supports a charity or will dollar match.
- Think about utilising your relationships with professional contacts, customers and/or suppliers.
- Organise a ticketed team lunch, in or out of the office—consider tying this in with workplace celebrations, milestones or special events.
- Set up a donation tin and short blurb about your *Ride for a reason* journey to display at your reception.
- Run Melbourne Cup sweeps.
- Get your colleagues together for a team building event. Book out a bowling alley, lawn bowls green, cinema, go-cart track or Bounce Adelaide session, with a percentage of the ticket price donated to your fundraising page.
- Arrange for a 'free' day off (not deducted from staff leave balance) and sell tickets for a chance to win. Sell tickets for \$20 each with staff purchasing as many entries as they like.
- Post it! Display your personalised *Ride for a reason* poster around your workplace, local area or on social media. Download your copy via your fundraising dashboard.





# Ride

## for a reason

### The cycling world.

- Offer yourself as a super-domestique to your cycling mates by putting a price tag on a sprint lead out, tyre change, etc.
- Run a roller-frenzy with your cycling group or club. Charge an entry fee and organise a (donated) prize for the winner, while the fees go to your fundraising.
- Run a spin session at work and set up some friendly competition between colleagues.
- Run sweeps for major cycling races such as Le Tour de France, Giro d'Italia, Tour of Flanders, Santos Tour Down Under, or even a local race event.
- Seek support from your local bike shop/s via donation tins and the donation of products or servicing that can be used as raffle prizes or silent auction items.
- Ask your local bike shop to host a maintenance workshop and charge people to attend.
- Ask your local bike shop to host a demo day on the mountain bike trails for something different, and charge for attendance.
- Book a velodrome session and hire track bikes and charge for attendance.
- Speak to the coffee shop your group frequents, and seek a donation. Ask if they would be happy to collect donations in their shop.
- Encourage colleagues to purchase 'lycra immunity' where you promise not to wear lycra around the office for a pre-determined period of time.
- Put a price on a wax strip and let your mates loose on your untamed legs.
- Book a local cinema, or screen cycling-specific films or documentaries from home.
- Instigate a fine system with your regular cycling crew—have a bit of fun with it!
  - Filthy bike? **\$25**
  - Punctured without a spare tube or gas? **\$30**
  - Wheel-drafting **\$40**
  - Half wheeling? **\$50**
  - Surging? **\$60**
  - Hairy legs? **\$70 and an additional \$10 every week until resolved!**
  - Zip ties attached to ward off magpies? **\$200 and a good behaviour bond.**





## Fundraising online.

- Change your personal Facebook profile frame to *Ride for a reason*. In the image description, include a link to your fundraising page.
- Add a *Ride for a reason* banner at the bottom of your email signature block or add your fundraising link to your contact details—check out the download resources available on your fundraising dashboard.
- Keep your eye on the Cancer Council SA Facebook page and like and then share posts about *Ride for a reason*. You can then add a link to your personal fundraising page.
- Set targets for fundraising pushes in the lead-up to Tour. Share your milestone achievement (e.g. \$500 in a week) on social media and keep your networks updated on your progress.
- Email your friends, family and colleagues and explain what you're doing to help support Cancer Council. Include a link to your personal fundraising page.
- Remind your networks that any donation over \$2 is tax deductible and all online donations will be issued with an automatic tax receipt—it's that easy.

## Raffles and auctions.

The most popular items are usually things that 'money can't buy'. Think about the people within your network and how they may be able to help.

Popular items to consider are:

- holiday packages/holiday homes/bed 'n' breakfast weekends away
- restaurant vouchers
- concert/show tickets (does your business have a corporate box or complimentary tickets to any events?)
- autographed memorabilia
- pamper packages
- personal training sessions
- professional/trade services
- cycling-related prizes





# Ride

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### Special occasions.

In lieu of gifts, ask your friends and family to make a donation to your *Ride for a reason* journey. Donations can be made on your personal fundraising page or contact Cancer Council SA for our donation envelopes to display at your event or include with an invitation.

### On tour.

Almost everyone is impacted by cancer. Why not ask people to sponsor a day/leg/km of your ride in memory of a loved one e.g. \$10, \$50, \$100 per km. What's a kilometre worth to you?

### Ride for a reason exclusive Facebook group.

Exclusive to *Ride for a reason* team members, join our closed group and stay up-to-date with the latest news, competitions, fundraising ideas, training rides and special offers. Search *Ride for a reason* in Facebook and select 'Join group' to gain access.

### Let's stay connected.

Social media is fast becoming the most effective and efficient platform to fundraise and will help you promote the amazing journey you're on as a *Ride for a reason* team member.

*Ride for a reason* has a presence on the following social media channels, which we encourage you to like, join and share on your own pages:

- Facebook: [facebook.com/CancerCouncilSA/](https://facebook.com/CancerCouncilSA/)
- Instagram: [instagram.com/rideforareason\\_rfar/](https://instagram.com/rideforareason_rfar/)
- Youtube (Cancer Council SA): [youtube.com/user/CancerCouncilSA](https://youtube.com/user/CancerCouncilSA)

Hashtags are also an important addition to any social media post and will allow us and the public to follow you and the team's online activity.

Don't forget to use:

- #rideforareason
- #RFAR





# Fundraising tips.

## Additional support.

The following resources are available to help you with your fundraising:

- donation receipt forms
- posters and signage
- brochures and cancer information resources
- merchandise to sell at your event, e.g. daffodil pins
- Cancer Council SA representative or Ambassador to speak at your event (South Australian-based riders only)

# Ride

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Raise \$1,000 in

## 5 easy steps

Here we show you how easy it is to raise \$1,000:

1	<b>Make the first donation</b> Show others your commitment to fundraising and kick-start your efforts by making the first donation.	\$50
2	<b>Get your family and best friends to donate \$50</b> Ask four of your family members and closest friends.	\$200
3	<b>Ask 10 friends to donate \$40 each</b>	\$400
4	<b>Ask your boss for a company donation of \$100</b>	\$100
5	<b>Update your Facebook status</b> Tell your friends you need their support to Ride for a reason. All you need is for 10 friends to donate \$25 each.	\$250





# Ride

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## Ambassadors and guest speakers.

Cancer Council SA has access to a range of speakers and Ambassadors, each with their own unique cancer story.

These speakers bring a special touch to your event: spending time with your guests, sharing stories and talking about how the guests donations will help make a difference.

Contact us if you'd like us to arrange someone to attend your event, be it within the workplace, home or local community.



## Some of the finer details.

A couple of things you and your donors will want to know about the donation process:

1. Donors will receive an email with their tax-deductible receipt after making an online donation. All donations over \$2 are tax deductible. Any donation made online (via your personal fundraising page) will be automatically issued with an electronic tax receipt.
2. Donors can visit [rideforareason.com.au](http://rideforareason.com.au) to learn more about Cancer Council SA and the work we do in the community.
3. Cheques and money orders should be made out to Cancer Council SA (please give our events team a call on 1300 65 65 85 or 08 8291 4154, if calling from outside SA, to receive your unique fundraising code to ensure the donations made directly to you are added to your fundraising total).

There are also a few ways to donate offline:

1. Call Cancer Council SA on 1300 65 65 85 or 08 8291 4154, if calling from outside SA, and make a secure credit card payment.
2. Send in a donation form via post to PO Box 929, Unley BC, SA 5061.
3. Drop into Cancer Council SA, 202 Greenhill Road, Eastwood, Monday–Friday, 9.00 am–5.00 pm.

Just make sure your donor mentions your name or reference number when donating!



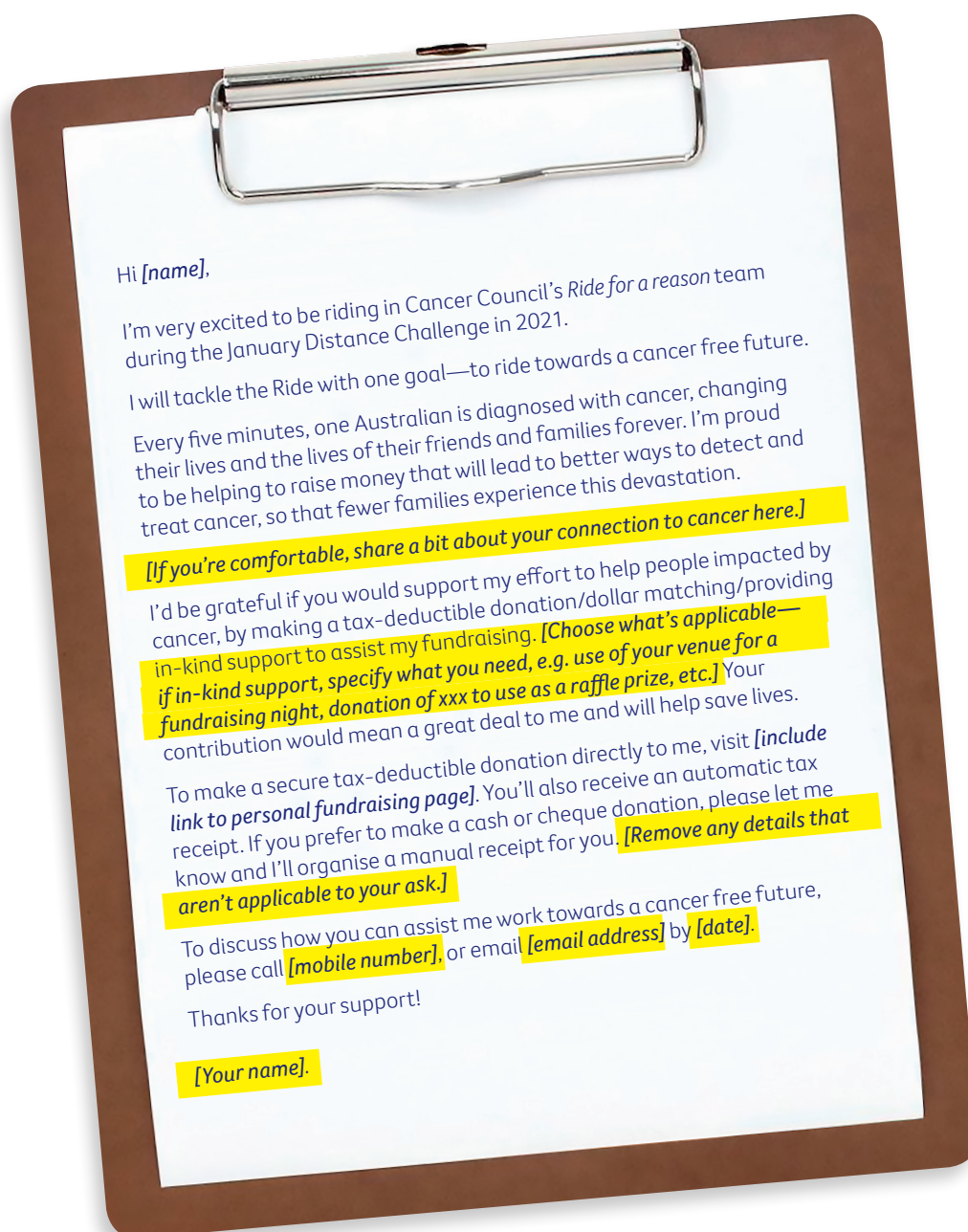
## Thank your supporters.

We know life can get busy, but we also know how important it is to thank the people who support you on your *Ride for a reason* journey and help you reach your fundraising goal.

Saying thank you can be as simple as a post on your Facebook page, a quick phone call, a passing handshake or sending a thoughtful email or letter.

To cut out some of the leg work, we've drafted up a sponsorship letter and a thank you letter ([page 12](#)) for you to use as a guide.

This can be found in your fundraising dashboard and our online fundraising tips. We encourage you to personalise it by explaining your motivation for joining the *Ride for a reason* and explain why you've chosen to support Cancer Council SA in this way.





## Thank you letter example.



# Your team.

## Your support crew.



**Brooke Treloar**  
*Ride for a reason*  
Campaign Officer—  
Operations



**Liva Libeka**  
*Ride for a reason*  
Campaigns Assistant—  
Communications



**Marta Harbuzinska**  
Fundraising Manager  
*Cancer Council SA*



**Russell Shraller**  
General Manager,  
Marketing, Fundraising  
and Relationships  
*Cancer Council SA*

## Ride for a reason Ambassador.



**Pat Jonker**  
Olympian  
Tour de France rider  
*Ride for a reason*  
Ambassador

## Who else is on your team?



Partner



Friends



Work colleagues



Family



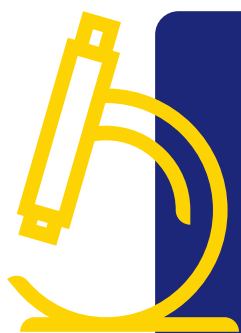
Cycling mates



# Ride

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## Where your money goes.



### Cancer research

Since 2011, Cancer Council's Beat Cancer Project has funded more than 200 South Australian research projects and is constantly looking for new and better ways to detect and treat cancer.

### Cancer prevention

At least 1 in 3 cancer cases are preventable. Through campaigns like Quitline and SunSmart, we've helped save thousands of lives, and continue to provide free cancer screening programs.



### Cancer support

Each year our cancer nurses provide tens of thousands of South Australians with information and support, legal and financial assistance, information booklets, and subsidised accommodation during treatment.



When you support **Ride for a reason**, you are making a real difference!



**\$25**

Can help transport people undergoing cancer treatment to and from appointments.



**\$50**

Can help Cancer Council SA nurses provide confidential information and support on all aspects of cancer.



**\$100**

Can help provide free accommodation for people undergoing cancer treatment, as well as their families and carers.



**\$500**

Can help provide childcare, home cleaning or gardening to people undergoing treatment who cannot manage on their own.



**\$5,000**

Can help fund ground-breaking research into new and better ways to prevent, diagnose and treat cancer.

# Questions?

For more information on fundraising activities please call 1300 65 65 85 (08 8291 4154 if calling from outside SA) or email [rideforareason@cancersa.org.au](mailto:rideforareason@cancersa.org.au)

## Notes

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Ride for a reason

For further details or discussion please contact:

*Ride for a reason* team

Cancer Council SA

e: [rideforareason@cancersa.org.au](mailto:rideforareason@cancersa.org.au)

p: 1300 65 65 85

d: 08 8291 4154

***rideforareason.com.au***

