

SHARE THE ROAD TOUR 2010

Tuesday 9th to Sunday 14th
November 2010

Proudly sponsored by:



Amy Gillett FOUNDATION
Safe together

Fundraising tips for participants

The Amy Gillett Foundation Share the Road Tour represents the Foundations major fundraising activity for 2010. The Tour will be sure to deliver an experience to remember for all participants.

The following information is designed to assist participants in achieving (and surpassing!) their fundraising targets.

Simple Fundraising Strategies

1. Start early – cast the net wide

2. Audit your networks and contacts. Divide them into groups, target large opportunities first

- High net worth individuals,
- Potential corporate sponsors,
Corporate or organisation with a workplace giving program,
Corporate or organisation with a Foundation
- Cycling enthusiasts
- People to whom the AGF vision and mission has a resonance
- Friends, colleagues, customers, clients

3. Be clear on the message that you send to each different group to focus on what will inspire and compel them to support YOUR participation in the Share the Road Tour

- AGF Vision and Objectives: safety, harmony, shared respect
- AGF programs
- The calibre of ‘stars’ who are supporting the Tour: Cadel Evans, Phil Anderson, Stephen Hodge, Rochelle Gilmore, Rachel Neylan, etc
- Mary Safe’s continued involvement, her motivation and her initiatives for the Foundation
- Personalising the vision and objectives of the AGF: their own wellbeing, children, friends
- Those affected by a road trauma
- Supporting health, transport, environment objectives
- Fully tax deductible!

4. Use the Sponsorship flyer and Sponsorship program to create a value-based relationship between the donor and the AGF

- Emphasise where they/their organisation becomes directly involved with the Share The Road Tour, with the AGF, can participate in other events, and receive significant recognition

5. Call upon the Foundation to talk to/present to your potential donors and sponsors e.g. CEO, Fundraising Manager could present to a corporate foundation or at a morning tea fundraiser within your organisation

6. Personalise your approach

- Pick up the phone first wherever possible, then follow up with an email (or vice versa)
- For potential sizeable donors/sponsors, do not leave the opportunity open
Follow up!
- Consider holding a social event/s to raise money e.g. cocktail party, dinner with a minimum donation to attend

Fundraising 'dont's'

- Random flyers e.g. on cars, shop stands – your involvement is personal, make it personal with the donor
- Link in mass distribution newsletters (that you don't own)
- Targeting organisations that don't really ever 'splash the cash'
- Focussing on a network that is too 'young'
- Sending out emails without any follow up

How the Foundation can help

- 1. Use the Fundraising flyer, sponsorship material and website link to the Tour and your fundraising page to support your approach to donors and sponsors**
- 2. Draw the potential donor to the AGF www site for further insights about the Foundation, lead them to aspects that will resonate with them e.g.**
 - Injury, death statistics
 - Program information
 - Educational initiatives
 - Mary Safe and her involvement
 - The strength of the organization: Patrons, Ambassadors, Board, Partners
- 3. Call upon the Foundation to talk to/present to your potential donors and sponsors e.g. CEO, Fundraising Manager could present to a corporate foundation or at a morning tea fundraiser within your organisation**