Closer to Free Ride 10th YEAR!

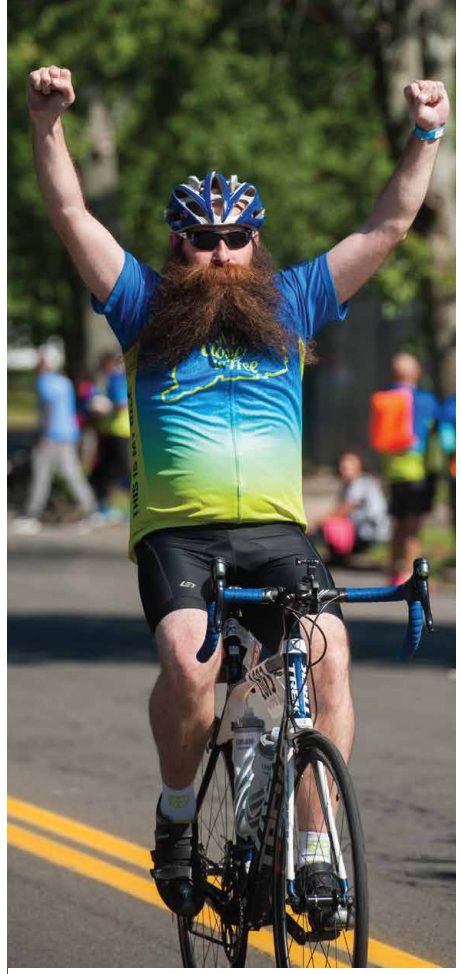
Presented by:
BANK OF AMERICA

2020 CLOSER TO FREE FUNDRAISING GUIDE

2020 Closer to Free Fundraising Guide

We're excited that you've chosen to be part of the 2020 Closer To Free Ride presented by Bank of America! As a member of our community, we're here to help you meet your fundraising goals and help us raise crucial funds for Smilow Cancer Hospital and Yale Cancer Center.

LET'S GET STARTED!



Pro-Tips for Easy Fundraising Success

CUSTOMIZE YOUR ONLINE FUNDRAISING PAGE.

This is an easy one and should take you no time at all. Upload a photo to your online fundraising page as well as the story of why you're riding this year. When people come to your page, they will be inspired by your words and much more likely to donate.

MAKE AN "ASK" LIST OF EVERYONE YOU KNOW.

Really, everyone. Your family, your co-workers, your high school boyfriend, your barber, your mechanic, your daughter's best friend's mother, everyone. Send a Facebook message, an email, a snail mail or drop off a letter to every one of them. You never know where your greatest support might come from, because you don't know who in your community has been touched by cancer.

USE YOUR SOCIAL MEDIA NETWORK TO SPREAD THE WORD THAT YOU'RE RIDING.

If you haven't noticed, everyone is using social media these days...even Grandma! So spread the word about your Ride and your goals on as many platforms as possible. Be sure to provide a link to your personal fundraising page so it's easy for people to make a donation.

REMIND! On average, it takes three requests for Americans to make a charitable donation. Do not be shy about sending a follow-up email, continuing to post on social media, or even sending a repeat text to remind your friends and family to donate.

USE YOUR TRAINING AND FUNDRAISING PROGRESS as a way to remind those who have not yet donated that there is still time and to continue to thank those who have already contributed. Short status updates on social are a great way to do this (be sure to include a link to your fundraising page!).

GET CREATIVE! Host a virtual happy hour or brunch on Zoom and ask your guests to make a small donation to attend. We even have Zoom backgrounds available for download to make it a true CTF-themed event!

MAKE SURE YOU THANK EACH AND EVERY ONE of your donors after the Ride. That also helps seed the idea that you might be back to ask for their support (or invite them to join you!) again next year.

Communicating early and often is key.

The more communication the better when it comes to peer-to-peer fundraising. Ask early, and ask often for donations. Also, remember to cast a wide net. You'll be surprised by how many people will donate to a cause if they receive the right ask. Here are a couple of sample communications to get you started.

Donation Ask:

Dear First Name,

I'm excited to let you know that I have committed to riding [insert mileage goal] on September 12th as part of the 10th annual Closer to Free Ride for Smilow Cancer Hospital.

I am not only riding XXX miles but I am committed to raising crucial funds to support patient care and research at Smilow Cancer Hospital and Yale Cancer Center. The patients, physicians, nurses and frontline staff need us to deliver hope and support now more than ever and I am determined to help in any way I can. My goal is to raise at least $500 and I hope you'll help me reach (or even exceed) that milestone.

If you can donate any amount at all, please follow this link to my personal fundraising page: [Insert personal fundraising page URL].

Thank you in advance for your support and for helping to bring our community Closer to Free.

Sincerely,

Your Name

Fundraising Update:

Dear First Name,

I'm writing today to update you on my training and fundraising progress for the 2020 Closer to Free Ride. Training for Ride Day is going well. I have already ridden [insert mileage here] and I plan to ride [insert additional mileage] by the end of the month.

In addition to training, I have successfully raised [insert current fundraising total] thanks to generous donors like you. I'm on my way to reaching my goal, but still need more support. Would you consider donating to my Ride today?

100% of the funds I raise will go directly to patient care and research at Smilow Cancer Hospital and Yale Cancer Center. Smilow treats more cancer patients than any other hospital in Connecticut and is the only comprehensive cancer facility in the Northeast – bringing together both inpatient and outpatient care in one hospital. I'm committed to raising as much as I can for this incredible institution and I need your help to do so. Click the following link to make a donation today: [Insert personal fundraising page url].

Thank you in advance for your support.
You are helping bring our community Closer to Free.

Sincerely,
Your Name

Now more than ever: GET SOCIAL!

Everyone is online these days so let's meet our donors where they are. Use social media to spread the word about your Ride and your fundraising goals. Here are sample messages to post but remember to include a link to your personal fundraising page!

Closer to Free Ride
37 mins ·

THIS IS STILL MY YEAR. THIS IS STILL MY RIDE. I am riding [Insert mileage goal] and raising essential funds for Smilow Cancer Hospital and Yale Cancer Center. Help me deliver hope and support to Smilow patients, doctors, and nurses during this challenging time by making a donation today. [Insert link to personal fundraising page] #CTFRide

Olive Isaacs and 21 others 2 Comments 5 Shares

Like Comment Share

Closer To Free Ride
@CTFRide

I AM RIDING [INSERT MILEAGE] IN HONOR OF [insert patient/doctor/family member name or your story]. Every dollar I raise supports patient care and research at Smilow Cancer Hospital and Yale Cancer Center. Help me raise crucial funds and bring our community Closer to Free. Donate today. [insert personal fundraising page] #CTFRide

9:43 AM · Jun 1, 2020 · Twitter Web App

THANK YOU FOR BRINGING US CLOSER TO FREE

Still have questions?
Reach out to us at rideclosertofree@ynhh.org
or 203.200.CTFR (2837)