

## Info for new TdW Team Members



**Thank You** for being a champion for the inaugural Tour de Wichita!

Every dollar that we raise together helps us fulfill our missions at Bike Walk Wichita and Great Plains Diabetes. With you by our side, we can help residents live a more healthy, active life and improve health outcomes. Teams will be recognized before and during the event, including awards for the top 3 team and individual fundraisers.

Bike Walk Wichita's Mission: To transform Wichita into a more livable, accessible, connected city by making biking + walking safe, equitable, and appealing. [www.BikeWalkWichita.org](http://www.BikeWalkWichita.org)

Great Plains Diabetes's Mission: To provide innovative care and resources for individuals, families, and communities affected by diabetes. [www.GreatPlainsDiabetes.com](http://www.GreatPlainsDiabetes.com)

Our two nonprofit organizations are coming together to create an annual fundraising event that highlights our city, local businesses, and favorite stops. Both organizations are splitting all expenses and income 50/50, and all donations will stay local to carry out our missions. With your help, we can ramp up our efforts this year!

That's who we are, now let's talk about you.

Peer-to-peer fundraisers (teams) allow supporters and influencers to encourage their network to join you in making Wichita a better place, to help residents live healthier, more vibrant lives, and to enjoy the benefits nonprofit giving.

As a Team Captain or Member you will:

- Share why you are passionate about our organization(s) with your network and ask them to join or donate to your team
- Use your passion for community participation to make it a priority for others

## Make Your Fundraising Page and Set Your Goal

Register for the Tour de Wichita and leave the "personal fundraising" box checked and you will be asked to name your team and set up your account. We encourage you to set a fundraising goal, but it is optional.

You should receive an email which your account details, if not you can access your team page here: (scroll to the bottom of the page) <https://bikewalkwichita.salsalabs.org/tourdewichita/index.html>

Customize your Team page with an image and the reason why you're going the extra mile to make this event a success. Why is our mission important to you? There are a couple of places to update your photo!

## Use Diverse Communication Channels

Fundraising requires using your own social network to raise money and spread awareness. To be successful, you have to know what to share, who to share it with and how.

- **Emails** - They make the ask feel more personal, but still have a more formal tone.
- **Social Media** - is good for asking relatives and acquaintances. You can send a link and a few words explaining your connection to our organization(s). You can also write up a more general post and encourage others to share it themselves.
- **Phone Calls and Text Messages** - Sending individual messages or making personal phone calls to a few people in your contact list is likely to bring in multiple donations.
- **Word of Mouth** - is the most powerful way to spread a message. In fact, 90% of people trust a personal recommendation, even from strangers!

## Resources



## Hashtags

#TourDeWichita  
#BikeWalkWichita  
#GreatPlainsDiabetes  
#ilovewichita

## Social Media Links

Facebook: <https://www.facebook.com/BikeWalkWichita>

TdW Facebook Group: <https://www.facebook.com/groups/538810821575368>

Instagram; <https://www.instagram.com/bikewalkwichita>

## Dos

- **Shoutout Donors:** Acknowledging donors ensures that they feel appreciated. It also shows other people in your network that you're already receiving donations.
- **Ask More Than Once:** One follow up can help increase the probability of securing donations.
- **Make the First Donation:** This is a good way to get the ball rolling. It's also a good way to show people that you are passionate enough about the cause to donate your own funds.
- **Be Enthusiastic:** All of your communication about the fundraiser should show your passion and enthusiasm. Showing your commitment to our organization(s) means people will be more inclined to donate.
- **Be Creative:** You may find that other people in your network are fundraising or showing their support for other organizations. Use your creativity to make your fundraising efforts stand out. Make a short and fun video, pose for a photo, or customize your email signature. Find new and creative ways that make your fundraiser stand out.

## Don'ts

- **Get Discouraged:** Cold calling and emailing donors may seem like a dauntless task at first. Sometimes the rate of success is not as high as we'd like it to be, but don't get discouraged!
- **Overdo It:** Be sure to stagger your posts, emails, and other correspondence about fundraising. After all, your friends and family follow your social media for posts about your life and interests, so make sure they can still find those posts

## Questions?

Please send any questions to [info@bikewalkwichita.org](mailto:info@bikewalkwichita.org)

Again, thank you for going the extra mile with us!

*-Tour de Wichita Planning Team*