



# SPIN-A-THON

## to benefit Community Bike Works



## So you wanna fundraise for your Spin-a-Thon Team?

Here are a few simple steps that will help you win the “Most Money Raised” award!

**1. Personalize your Spin-a-Thon fundraising page**—This will help people identify your page and will make it easier to track how many donations you personally have secured. Post a photo or two and update your story to personalize your page and tell your friends and family why you support Community Bike Works.

**2. Set a personal fundraising goal**—Individual goals will build on each other to help your team raise the most money, and will help when you’re sending emails and making phone calls. Here’s an example of story with a personal goal:

**Hannah Rides Again!** On Sept 22nd I will be riding for the Friends of Bike Works Team at the 2nd annual Spin-a-Thon to support Community Bike Works' youth mentoring programs. I set a personal goal to raise \$500 for this worthy organization which teaches life skills through cycling. Please donate to my campaign! You can donate securely online for as little as \$10 and every penny counts. If you prefer to donate via check or cash please let me know! For more information about Community Bike Works please visit [www.communitybikeworks.org](http://www.communitybikeworks.org). Thank you for the support!

**3. Share on your social media pages**—Facebook, Instagram, Twitter and more are great fundraising tools! A few shares, retweets, and story posts go a long way. Be sure to link your page so folks have any easy time getting there!

**4. Text and call your contact list**—It might sound silly, but that friend you haven’t spoken to in a few years would love to hear from you! Fundraising is a great way to reconnect with folks in your network, even if it’s only for five minutes. Don’t forget your professional contacts; the folks you work with are looking for opportunities to give back to the community just like you are, and this will help them do it! You should probably call your parents or grandparents anyway, and you know what they say about two birds and one stone! Here’s a few ways to start the conversation:

- ◆ Hi Aunt Sally, I’m sorry I haven’t called in a while, but I wanted to talk to you about this cool fundraiser I’m doing! I’ll be riding with (team here) to raise money for Community Bike Works, a youth development organization in Allentown that teaches kids how to fix bikes and does other afterschool programs. Could you make a gift to support my team?”
- ◆ “Hey Roberto, have you heard about the Community Bike Works Spin-a-Thon? I’m riding with (team here) and I’m trying to raise \$500 for kids in Allentown to earn bikes. I’m really passionate about this because (your answer here). Can I count you in to help us do that?”

**5. Last but not least, make the first donation yourself**—people in your network are more likely to make a donation if they know this is something you care about! The size of your donation should be meaningful to you. If you want some help telling the story of Community Bike Works, visit our website [www.communitybikeworks.org](http://www.communitybikeworks.org).

**Don’t forget to thank your donors!**

**Questions? Call Hannah Miller at 610-434-1140. Good luck to all the teams!**