

BONESHAKER BREAKAWAY TIPS & IDEAS

The key to a successful campaign is to utilize the Internet for social good! Aka utilize Facebook, Twitter, Instagram & LinkedIn wherever you can. We're here to help make sure you're having fun, killin' it with your fundraising, and that you knock your fundraising goal out of the park!

If you still have questions or need inspiration after reading, feel free to give our Breakaway Guru Alex a call 512.279.7905 or shoot her an email alex@boneshaker.org.

TIPS:

- **MAKE IT PERSONAL.** Your networks will be inspired to support you if your personality shines through in your appeal and fundraising page. Be sure to let others know why *you* support Boneshaker Project. For example: maybe you've been a part of our youth programs, maybe you want to promote a healthy lifestyle, or maybe you'd like to help eliminate diabetes – whatever it is, make it come from the heart!
- **PUT YOUR MONEY WHERE YOUR MOUTH IS.** Be the first contributor to your page. If your supporters see that you're willing to invest your own money, they will be more likely to give. Plus, no one wants a page with zero dollars raised!
- **KEEP YOUR APPEALS SHORT & SWEET.** Use the email template that's provided for you on your fundraising page, give it some personal flare, and let it fly. Same goes for social media, see our templates page here.
- **ONLY ASK FOR WHAT YOU'RE COMFORTABLE WITH.** If that's \$5 per person or \$1 per mile then aim to ask many people for small contributions, rather than targeting a handful for larger amounts.
- **KEEP YOUR PAGE UPDATED AND ENGAGING.** Supporters love to see that you're actively participating in the challenge. Post your challenge workouts and milestones to your fundraising page, your social media platforms, and for fitness tracking platforms. Add some competition by posting your successes to your friend's pages as well!
- **PUBLICLY THANK YOUR DONORS.** Throw out an online high-five, Atta boy, shout out, and give props on both your fundraising page, and your social media platforms. This makes donors feel good about supporting you, and the online social good helps to inspire others to join in as well.

IDEAS:

- **FORGET RIDING!** Boneshaker Project loves Cycling, but we also love that there endless other ways to be fit and active! Running, walking, dancing, spinning, swimming, skateboarding, yoga - we embrace it all. Do what moves *you* and fundraise in the spirit of movement, rather than Cycling if that's not your thing.
- **GO BEYOND DOLLAR TO MILE.** Your fundraising doesn't have to match your riding – it's just a guideline. Have fun with it and shake things up! Incorporate other exercise or healthy lifestyle choices and appeal for support for that as well!
- **GIVE SHOUT OUTS.** Target a group of people that you specifically challenge on Facebook/Twitter to sponsor you for a ride, distance, or exercise. For example, ride 20 days in October, and each day ask a new friend to support you \$10+. And the end of the month, you've already raised \$200+ and only asked 20 people to give \$10 each. Easy!
- **WHO NEEDS A MONTH?** Maybe you'd like to knock it all out in one day like Texas Pro Cyclist Logan Hutchings (500 miles consecutively!). Invite your supporters to donate for a 100-mile ride on a Saturday. Better yet, invite them to join you for a group ride then treat them to a post-ride beverage.
- **DOUBLE DOWN.** Shoot for \$2/mile by pledging to personally match what others donate to your page. This helps your supporters feel like they are making a double donation, cha-ching!