

# NAVY BIKE RIDE

## FUNDRAISING TOOLKIT





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## NAVY BIKE RIDE

Seventy-five years ago our forefathers partook in one of the largest naval battles in history in the Battle of Atlantic. This year, even amidst these unprecedented times, we are honoring their memory, courage and sacrifice, attempting to cumulatively ride the same number of voyages they did during World War II: 25,000.

The Navy Bike Ride is not just an event, but a cause that encourages the well-being of our communities and families, whether it be through physical or virtual events, motivating and helping each other to be healthy through cycling, or even making a difference for others who need our help.

Thank you for joining us as a rider and fundraiser. Let's make the most of this opportunity!

Together we will ride, together we will make waves.

## THE BASICS

When fundraising, the first step is to personalize your fundraising page and to explain your “why”. Then you can choose how you want to reach out to your network based on your comfort level. Remember to always follow up and thank your supporters!



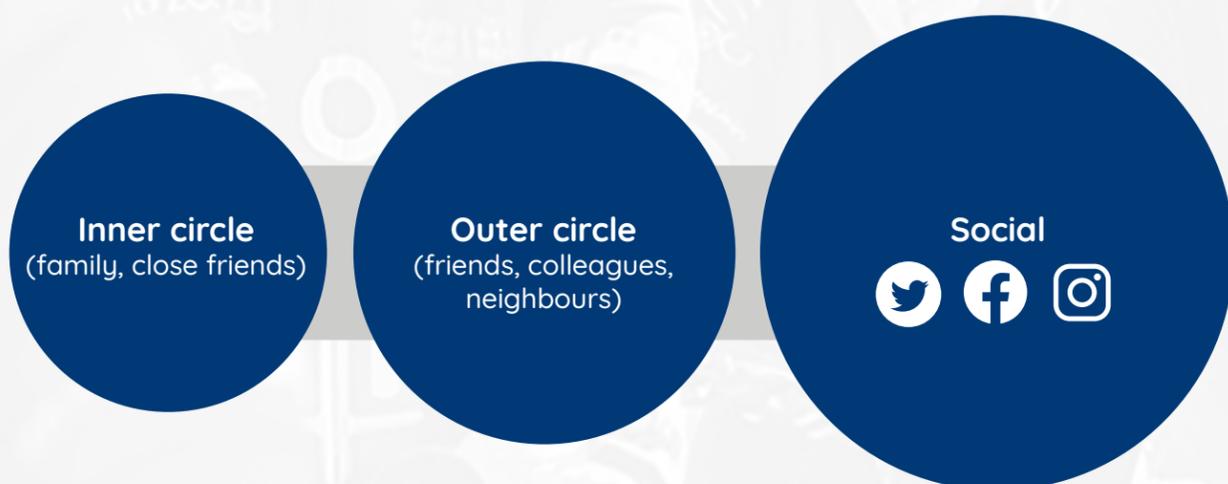
## PERSONALIZING YOUR FUNDRAISING PAGE

1. Follow [this link](#) and click “Sign In” in the top right corner
2. Once you’ve signed in, click “Menu” in the top right corner
3. Scroll down the menu and click “Share Fundraising Page”. You will be directed to your fundraising page.
4. To the right, under your name and social media icons, click “Edit fundraising page”. Set your fundraising goal, customize the text, and upload an image.
5. Click “Save updated fundraising information” once updates have been completed.



## WHAT'S NEXT?

Become a champion fundraiser! Fundraising, like cycling, takes practice and dedication. Here's your fundraising training plan:



The most important thing to remember when reaching out to your contacts is to be yourself. If it feels contrived or forced, start over. **Be you and tell them why participating in Navy Bike Ride is important to you.**

## STEP 1: SETTING YOURSELF UP FOR SUCCESS

**PERSONALIZE YOUR FUNDRAISING PAGE.** What is your “why?” On your fundraising page you can add text and pictures about why you participate in Navy Bike Ride and fundraise for the women and men that serve our country and their families. All it takes is a few sentences for a supporter to understand why this cause is important to you and motivate them to donate.

**LEAD THE CHARGE.** Donate to your own campaign. Your friends and family are more likely to donate to you if they see a donation has already been made. Donating to your own campaign also demonstrates that you are a serious champion of the Canadian Armed Forces community.

**CONTACT YOUR INNER CIRCLE.** Email your closest friends and family. Ask them to support you by donating to your page. Your Inner Circle could be 5-10 very close contacts. They will help your fundraising build some momentum. Because you know this group well, keep these emails personal. Remember to ask them for their financial support and include the link to your fundraising page.





## STEP 2: I'VE CONTACTED MY INNER CIRCLE. NOW WHAT?

Now it's time to expand your fundraising by reaching out to your other contacts.

**SECOND GROUP. CLOSE CONTACTS.** Send an email to your close contacts, such as the rest of your close friends. Try to aim for 10-15 close contacts.

**THIRD GROUP. YOUR EXTENDED NETWORK.** Send an email to your neighbours, co-workers, friends of friends, distant relatives, etc.

When reaching out to both of these groups, consider the following:

- Explain your connection to the Canadian Armed Forces, why it's important to you, and how it has touched your life. This is the most important part of the message.
- Write a sentence or two about the cause. Donations go to the following charitable causes: Support Our Troops, Soldier On and the Royal Canadian Naval Benevolent Fund. You can find more information about these organizations and their work under Tools. It is important to let supporters know where their money will go.
- Make sure you are clear that you are looking for a financial ask. You can also suggest a minimum donation amount, such as \$20.
- Include a link to your fundraising page.
- Thank them for their time and support.



## STEP 3: LET'S TALK SOCIAL MEDIA

After you have emailed your close contacts, it's time to get social.

We save your network and social media for later steps in your fundraising journey because studies show the closer to your goal you are, the more likely people are to donate. People like to support causes that already have momentum!

Twitter, Facebook, and Instagram are great platforms to help you grow your fundraising campaign.

**CRAFTING THE PERFECT POST.** When creating a post in support of your fundraising campaign, keep in mind the key components of an eye-catching post: good quality image or video, compelling but short narrative (this is your "why"), and a link to your fundraising page.

### HOW TO SHARE YOUR PLEDGE PAGE ON SOCIAL MEDIA

1. Go to the [Navy Bike Ride event page](#).
2. On the left, click "Donate to Participant"
3. Search for your pledge page by entering your first name OR last name OR email address in the search bar provided and hit the search icon
4. Once you've found your name, click the "Donate" button to the right
5. You will be directed to your fundraising page. On the right you will see three social media icons. Clicking one will allow you to share your fundraising page on that platform.

### GENERATING BUZZ ON SOCIAL MEDIA

Share "**please support me**" posts. Share why you are participating in Navy Bike Ride and why fundraising for the women and men of the Canadian Armed Forces and their families is important to you. You can also include a one-liner about how the funds are spent (see Tools for information about how donations are spent).

**Set fundraising goals.** Set a few key goals to help encourage your supporters to donate to your fundraising campaign. You can use the Impact Milestones in Tools to help you with this.



Thank your supporters. Saying thank you is important! Thank your supporters for donating. When you tag them on social media, your message will be shared on your page and their page, further spreading the word about your fundraising initiative.

**Share your milestones.** As you continue along your fundraising journey, you will receive emails about the impact that you and your supporters have made. Share this. It is important for your supporters to know that they have sent a kid to camp, made a youth's academic dreams come true, empowered an ill/injured member start their road to recovery and rehabilitation. You and your supporters are making a difference!

**Get creative.** Your fundraising campaign is a journey. Share posts that tell your story. For example:

- Talk about your history with Navy Bike Ride. Do you have photos from previous years you can share?
- Share updates about your training. Do you have tips and tricks you'd like to share?
- Share impact stories from Royal Canadian Naval Benevolent Fund, Support Our Troops, and Soldier On (see Tools). Your supporters want to know where their donation goes.
- Update your followers on your fundraising progress. Are you close to reaching your goal?
- Invite your friends and family to register for Navy Bike Ride!

**Tag us!** We love to see our fundraisers getting active online. Be sure to tag the below accounts and use the hashtags. You can also share/retweet content from these accounts to your personal accounts.

#### NAVY BIKE RIDE

Facebook	@NBRDVM
Instagram	@navybikeride
Twitter	@navybikeride

#### SUPPORT OUR TROOPS

Twitter	@CDNForceSupport
Facebook	@CDNForceSupport

#### ROYAL CANADIAN NAVAL BENEVOLENT FUND

Facebook	@rcnbf
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#### SOLDIER ON

Facebook	@soldieroncan
Instagram	@SoldierOnSanslimites
Twitter	@soldieroncanada

## STEP 4: FOLLOW UP

The average person receives about 120 emails per day and sometimes messages get forgotten in our inbox. **Don't be shy, follow up!** You can use goals and impact milestones to follow up via social media and email.

**If you haven't heard from some of your contacts, reach out again when you are approaching a fundraising milestone** to ask for their help. Explain the impact that their donation could have (see Impact Milestones for more information).

You can also include an update on the difference you and your network have already made.

Fundraising is about telling a story. Check out our Tools section for some incredible stories about the difference that fundraisers and supporters like you and your network have made.

## STEP 5: SAY THANK YOU

While you rally the support of your friends and family, don't forget to say thank you. Once you've reached important milestones or your total fundraising goal, express your gratitude. After the Navy Bike Ride wraps up, check in with your supporters and let them know how much you appreciate them. This will go a long way in terms of gaining long-term donors who will want to support you year after year.



# TOOLS

## Key Messages

### Support Our Troops

- Support Our Troops is the official charitable cause of the Canadian Armed Forces. Donations help the women and men in uniform maintain the same pride, courage and dignity at home with which they have served their country on the frontlines.
- Support Our Troops provides financial support and assistance to Canadian Armed Forces members and their families through various grants and programs.
- Support Our Troops 101- [vimeo.com/241944058](https://vimeo.com/241944058)
- Impact Stories: [www.supportourtroops.ca/about-us/stories-that-inspire](http://www.supportourtroops.ca/about-us/stories-that-inspire)

### Soldier On

- Soldier On is the most direct way for Canadians to contribute to supporting the recovery, rehabilitation, and reintegration of veterans and serving members with a physical and/or mental illness or injury.
- Since 2007, Soldier On has supported more than 6,500 members to: acquire sporting or recreational equipment; and participate in group structured activities delivered by world-class instructors.
- Impact Stories: [www.soldieron.ca/About-Us/Support-Stories](http://www.soldieron.ca/About-Us/Support-Stories)
- Videos
  - Sgt (Ret) Doug Brown- [vimeo.com/channels/soldieron/63593779](https://vimeo.com/channels/soldieron/63593779)
  - Cpl (Ret) Natasha Dupuis- [vimeo.com/channels/soldieron/139291593](https://vimeo.com/channels/soldieron/139291593)

### Royal Canadian Naval Benevolent Fund

- The Royal Canadian Naval Benevolent Fund provides financial assistance to members of the Navy family in times of distress and to promote the wellbeing of their members.
- Video
  - Lt(N) Dominika Kaczmarek  
[www.youtube.com/watch?v=l28FgzP97Ps&feature=emb\\_logo](https://www.youtube.com/watch?v=l28FgzP97Ps&feature=emb_logo)

### Impact Milestones

- **\$200** – You have provided a military member and their family with an Emergency COVID-19 grant to assist them with critical, immediate needs during this turbulent time.
- **\$400** – You have sent a child of a military member to attend day camp for a week.
- **\$1000** – You have provided an education bursary to a well deserving child or grandchild of a Naval member.
- **\$1500** – You have sent a Soldier On member to a fly fishing camp, opening the doors to comradery and the transformative power of recreation and sport.





**FROM ALL OF US AT  
NAVY BIKE RIDE  
THANK YOU  
FOR RIDING WITH US!**



NAVY  
BIKE  
RIDE



DÉFI  
VÉLO  
DE LA  
MARINE

For more information, visit

**NAVYBIKERIDE.CA**