

# NAVY BIKE RIDE

*Fundraising Toolkit*



· NAVY ·  
**BIKE  
RIDE**  
Presented by  
**BMO**

ROYAL CANADIAN NAVAL  
BENEVOLENT FUND



FONDS DE BIENFAISANCE DE LA  
MARINE ROYALE CANADIENNE



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# ***Navy Bike Ride***

This year, Navy Bike Ride is inviting Canadians and the Naval Community to ride and run with us to continue to support our sailors, veterans, and their families. The 2024 Navy Bike Ride will feature our signature event in Ottawa, alongside in-person events in Esquimalt (BC), Quebec City (QC), and Halifax (NS) and continue to host our virtual event.

This year's Navy Bike Ride will recognize the Royal Canadian Air Force's (RCAF) Centennial. The Royal Canadian Navy (RCN) and the RCAF have a long history of cooperation and combined effort, and we want to share in this once-in-a-generation opportunity to honour, celebrate and educate Canadians about their Air Force and the role they play in our Navy.

Together we will ride and run, together we will make waves.

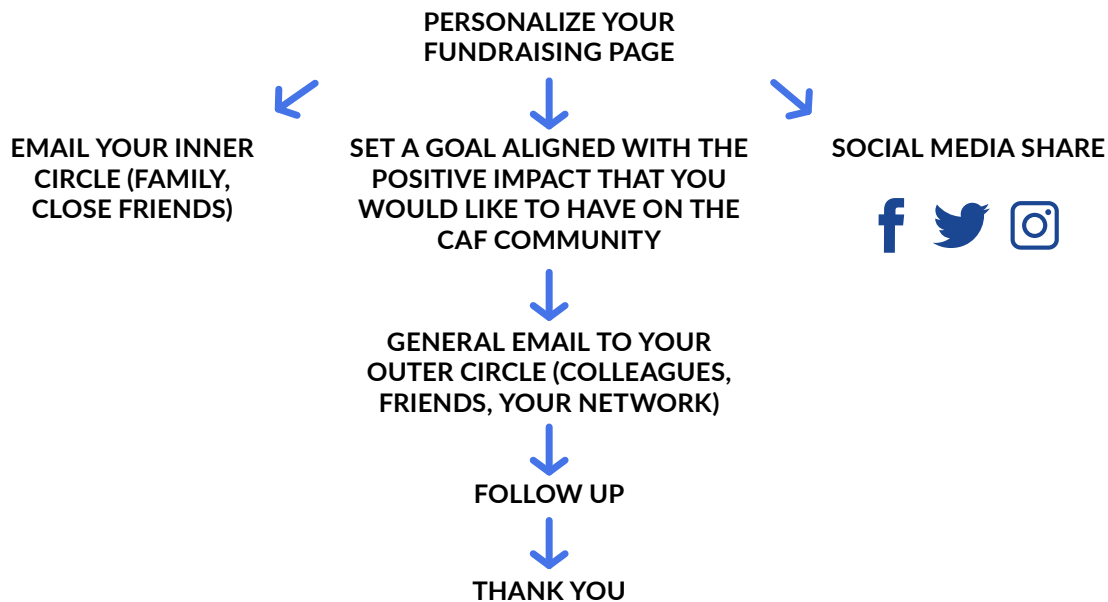
***Thank you for joining us as a rider and fundraiser.***

***Let's make the most of this opportunity!***



# ***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 and running takes practice and dedication.  
Here's your fundraising training plan:

Inner Circle  
close friends,  
family

Outer Circle  
friends, colleagues,  
neighbours

Social



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 in support of the members of the Canadian Armed Forces, Veterans, 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.

# ***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.**

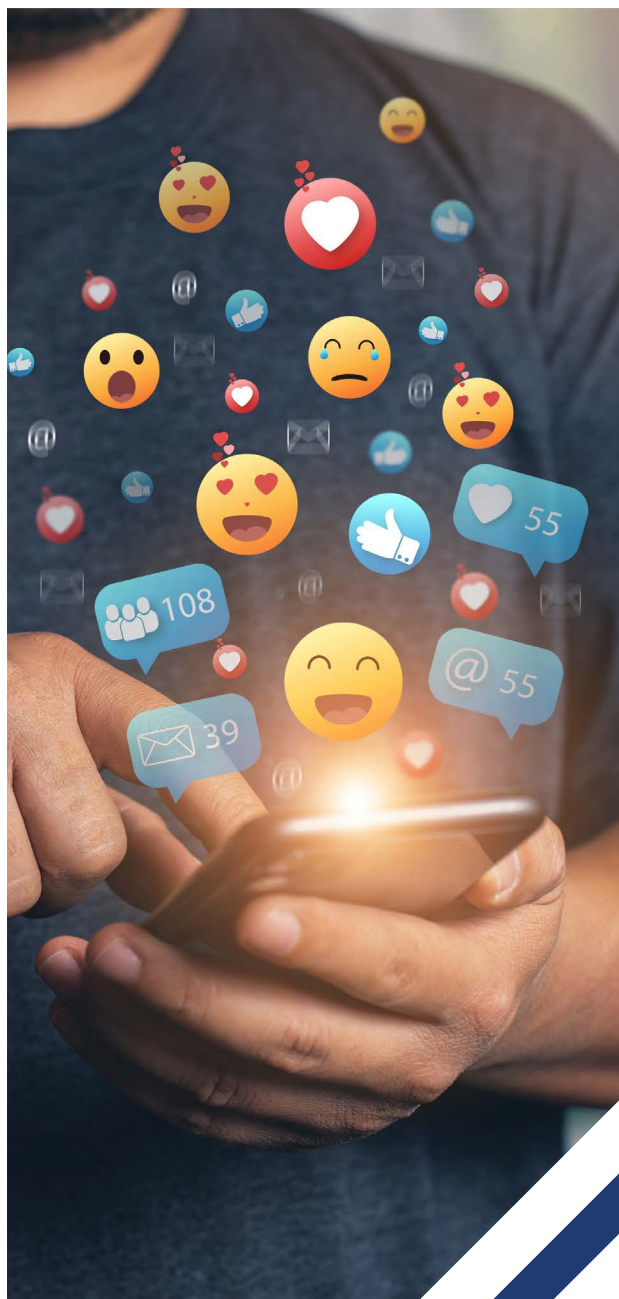
Send an email to your neighbours, co-workers, friends of friends, distant relatives, etc.

## **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 trade your supporters a donation for a ride in their honour. 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.



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## GENERATING BUZZ ON SOCIAL MEDIA

**Share “*please support me*” posts.** Share why you are participating in Navy Bike Ride and why fundraising for the Canadian Armed Forces Community 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

f @NBRDVM  
@navybikeride  
@navybikeride

#### Royal Canadian Naval Benevolent Fund

f @rcnbf

#### Soldier On

f @SoldierOnSanslimites  
@Soldieroncanada  
@Soldieroncan

#### Support Our Troops

f @CDNForceSupport  
@CDNForceSupport





## 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

- Established in 2007, Support Our Troops meets the unique needs and special challenges faced by members of the Canadian Armed Forces community as a result of their military service. It operates within Canadian Forces Morale and Welfare Services.
- This includes providing financial assistance to promote family resiliency and supporting Veterans and serving members who may have an illness or injury through a variety of grants and programs.
- Impact Stories:  
[Year-round grants for children with special needs](#)  
[Military spouse hopes to pay it forward with nursing career](#)
- To stay up to date with new stories, please subscribe to our newsletter here:  
E-newsletter - [Support Our Troops](#)
- Want to know the positive effect that your fundraising has had on the CAF Community last year?  
[Check out the Support Our Troops Year in Review](#)

### SOLDIER ON

- Soldier On is a program that aims to support the recovery of ill and injured CAF members and veterans by providing opportunities and resources through sport, recreational, and creative activities. Since its establishment in 2007, Soldier On has supported over 11,500 members within the CAF community by offering members a safe environment to challenge themselves and become inspired in ways that

they may not have thought possible, contributing to and providing a gateway to enhance their well-being. This re-introduction to an active lifestyle provides opportunities to develop new skills, build confidence and meet peers with similar challenges.

- Impact Stories:  
<https://www.soldieron.ca/About-Us/Support-Stories>
- Vimeo: [/soldieron/63593779](#) and [/soldieron/139291593](#)
- Soldier On 101: [vimeo.com/761996301](https://vimeo.com/761996301)

[Check out the Soldier On Year in Review](#)

### Royal Canadian Naval Benevolent Fund

- Since 1942, the RCNBF has upheld a long tradition of promoting the wellbeing of the naval community by providing financial assistance to serving and retired sailors and their families who experience hard times. They have expanded this endeavour by partnering with like-minded organizations and investing in impactful initiatives such as service dogs for naval veterans (with Canadian Veteran Service Dog Unit), building a “navy” home for veterans (with the Homes for Heroes Foundation), and more.
- [Videos](#)
- See our Annual Report at <https://rcnbf.ca/about-rcnbf/annual-report/>
- Check out our initiatives at <https://rcnbf.ca/current/>
- Sign up for our Newsletter at <https://rcnbf.ca/newsletter/>



## IMPACT MILESTONES- SETTING A GOAL

If you are looking to set a goal, you can either set a personal goal or tie it to a specific impact.

- **\$200** - You have helped offset medical travel expenses for a family to travel for a specialist appointment.
- **\$500** - Your donation helps the RCNBF as it finances the building of a house for homeless RCN Veterans at the new Homes for Heroes tiny home village in Kingston, Ontario. The home will be named in honour of a fallen sailor and the village will be a place of community, support, camaraderie, and celebration.
- **\$750** - You have purchased a piece of sporting equipment for a Soldier On member to support their rehabilitation and recovery through sport.
- **\$1000** - You have helped to boost the RCNBF Bursary Fund for a serving member or dependent child or grandchild of a current member or veteran of the RCN.
- **\$1500** - You have helped a Soldier On participant gain access to coping mechanisms to thrive in their rehabilitation and recovery.
- **\$5000** - You have helped offset the cost of a vehicle that will accommodate the required modifications for an injured member.



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# Sample Messaging Templates

## Email Template A

Subject Line: "Please help support the Canadian Armed Forces Community"

Dear [Name],

I'm emailing to let you know that I have signed up to run Navy Bike Ride 2024 and it would mean so much to me if you could support my fundraising campaign with a donation.

Please click here [Link to your fundraising page] to give.

To learn about the beneficiaries of Navy Bike Ride, Support Our Troops, Soldier On and the Royal Canadian Naval Benevolent Fund, please [click here](#).

Thank you so much for your consideration!  
[Name]

## Email Template B

Subject Line: "Please help me reach my fundraising goal"

Dear [Name],

I wanted to reach out and ask for your help to reach my fundraising goal.

I am participating in Navy Bike Ride 2024 and fundraising for Support Our Troops, Soldier On and the Royal Canadian Naval Benevolent Fund and I would like to raise [\$ amount] to [insert impact].

May you please help me reach my goal – [Link to your fundraising page]

Thank you for your consideration!  
[Name]



## Social Media Templates:

1. Launch your campaign with this message  
*I have registered for @NBRDVM to fundraise for @CDNForceSupport, @SoldierOnSanslimites and @rcnbf. Please join me in supporting the Canadian Armed Forces Community by donating here [Link to Fundraising page].*
2. Update your supporters with this message  
*I'm close to reaching my goal of raising [\$ amount] to [insert impact]! Will you consider a gift to support my efforts and help me reach my goal? [link to fundraising page]*
3. Thank a donor with this message  
*Thank you [name of donor] for supporting my @NBRDVM fundraising and the Canadian Armed Forces community!*
4. Celebrate your successful campaign with this message  
*We did it!*  
*With your support, we raised [\$ total] to support @CDNForceSupport, @SoldierOnSanslimites and @rcnbf. Thank you for your support!*





***From all of us at Navy  
Bike Ride, thank you for  
riding and running with us!***

For more information, visit [www.navybikeride.ca](http://www.navybikeride.ca)