

Tips for raising donations to support your ride



Who do you know?

You will be surprised by who is willing to pledge support.

Make a list of everyone you know:

Family – Don't forget extended family

Friends – Include...

- Your partner's friends
- The parents of your kids' friends
- Former classmates from college

Community – Add people you know from...

- Your neighborhood
- Recreational teams
- Clubs, groups, associations
- Places you visit during the week (e.g. the gym)

Work – Engage...

- Co-workers, including those from past jobs



You've just created your list of potential donors!

RENEW is asking each rider to raise \$100 for this ride as a fundraiser for our work to advance renewable energy. Set your goal according to your comfort level, and remember that setting an ambitious goal will motivate your family and friends to help you reach it!

Ask for their support

Send an email to your list of family and friends and tell them why you've made the commitment to do this ride. Here are some ideas:

You are passionate about renewable energy and so is RENEW

RENEW Wisconsin works to find ways to make solar, wind and other renewable energy projects easier and cheaper.

Wisconsin sends over \$12 billion out-of-state every year to pay for coal, oil and natural gas. RENEW is working to keep more of that money in Wisconsin through its support of local, clean renewable energy.

Investment in renewable energy creates more jobs than conventional energy.

Don't forget to mention that donations are matched (by a generous couple, John & Mary Frantz) until we hit \$15,000!

Your friends and family are busy, so follow up & remind them!

Everyone gets busy, and reminders are helpful! We suggest sending one initial email, one reminder about one week before the ride, and then one final request for donations AFTER the ride, with some photos to show them your efforts. You can update them with your progress towards your fundraising goal along the way.