2023 Fundraising Toolkit

Everything you need to know to raise funds during Sustain Charlotte's Biketoberfest to win awesome prizes and support our mission!
Hello, Fundraising Champ!

Becoming a Biketoberfest fundraiser means you can have a BIG impact on furthering our cause! Plus, the top fundraising team and individual will win exceptional prizes!

By becoming a fundraiser, you're taking your commitment to the next level by helping us spread the word to your friends and family.

To make it EASY + FUN, use this Fundraising Toolkit with all the tools, tips, and tricks you need to succeed.

Let's work together to make this year's Biketoberfest the best one yet!
But first, prizes...

The more you raise, the bigger the prize you can win!

Dessert before dinner? Prizes before fundraising?! We think you'll like this year's fundraising prizes, so why not take a look?

This year's prize categories include top fundraising individual and top fundraising team. You can also earn one raffle ticket for every $25 raised!

STAY TUNED for an awesome list of raffle prizes!

Coming Soon

Top Team
Sustain Charlotte will host a greenway walk + ride with a picnic lunch for your entire team!

Top Individual
Epic Bike Basket (A $$$ Value!)

Every $25 Raised
Earns you an additional raffle ticket for some AMAZING prizes!

Questions?
Reach out to Biketoberfest@SustainCharlotte.org
Step 1 - Customize your fundraising page!

"On October 22 I will be joining hundreds of people to walk, ride or use transit in Sustain Charlotte’s annual Biketoberfest. Please come along side me on the route by joining my team, Bike Freely, or consider supporting my participation by making a donation.

I support Sustain Charlotte because they inspire choices that lead to a healthy, equitable, and vibrant community for generations to come.

Help us raise money for Sustain Charlotte by donating today!"

Set up your fundraising page and share the news!

1. Once registered, sign into Race Roster: raceroster.com

2. Click ‘Edit fundraising page" below the profile image on the right-hand side

3. Enter your fundraising goal, write a personal message, upload a photo, and tell us why you support Sustain Charlotte!

4. Be sure to scroll down and click “Save updated fundraising information.”

5. Now you will see buttons for social sharing on your page. Simply click to spread the word!
Step 2 - Share to care!

What's the best way to share?

The success of your fundraising campaign will be driven by how you share the invitation to participate with friends, family and colleagues. Social media, email, text messaging, and word of mouth are some of the best ways to get your request noticed.

Tip: Get personal by inviting a select group of your closest family and friends to announce your fundraising campaign. Having a core group of support early on demonstrates that your cause is valid and valued and will encourage others to join your efforts.

When is the best time to share?

We want to make this SUPER simple for you, so we will be sending you fundraising tips and reminders throughout the campaign. You can choose to follow along with our prompts, or go above and beyond and show us how it's done!

In the meantime, we've included pre-written communications for you to use over the next month or so to make fundraising EASY! **Copy, paste, and start fundraising!**
**Announcement #1:**

**I registered for Biketoberfest!**

Send: Right after you've completed setting up your fundraising page. The purpose of this announcement is to let the people closest to you know that you've signed on to raise funds for a cause near and dear to your heart and that you need their help. The goal is to share, share, share!

---

**EMAIL**

**SUBJECT LINE:**

Let's raise funds for a great cause!

**BODY:**

Hi [Name]!

I hope this finds you well. I've got great news! In a few weeks I'll be participating in **Sustain Charlotte's** 9th annual **Biketoberfest**. As part of the event, I have an opportunity to raise funds to support their mission of building a more walkable, equitable and vibrant community in Charlotte!

**I could really use your support to help Sustain Charlotte raise $65,000 during this campaign.** Everything raised will go to continue their efforts to expand greenway networks, build protected bike lanes, and advocate for equitable policy decisions around housing and transportation options.

Every donation, no matter the amount, makes a difference and moves Sustain Charlotte closer to their fundraising goal.

Will you join me to make a lasting impact in the Charlotte community? Please visit my fundraising page at [URL] and make a donation today!

Thank you so much for your support and encouragement. If you can, please forward this email to your friends or family to help get the word out.

Thanks so much for your support!

---

**TWITTER (AKA X?)**

Hi friends! In a few weeks I'll be participating in @Sustain_CLT's Biketoberfest! Will you help me raise funds to support their mission of building a more sustainable, equitable, and walkable future in Charlotte? [shortlink] #biketoberfestCLT

---

**FACEBOOK**

Hey friends, I've signed on to attend @SustainCLT's 9th annual Biketoberfest on October 22! As part of this amazing event, I can help raise funds to help them advocate for a more sustainable, equitable, and walkable future in Charlotte. Will you help make a lasting impact? Please share with your friends and family and donate today: [shortlink] #biketoberfestCLT

---

**INSTAGRAM**

Hey there! I'm so thrilled to attend this year's #BiketoberfestCLT by @SustainCLT! This awesome event raises funds to support building a more sustainable, walkable and equitable future in Charlotte. Will you join me in supporting this great cause by donating to my team fundraising page? Go to BiketoberfestCLT.org and look for my team name: [TEAM NAME]. Thanks!

---

**TEXT MESSAGE**

Hi there, I'm so thrilled to attend this year's #BiketoberfestCLT by @SustainCLT! This awesome event raises funds to support building a more sustainable, walkable and equitable future in Charlotte. Will you join me in supporting this great cause by donating to my team fundraising page? Go to BiketoberfestCLT.org and look for my team name: [TEAM NAME]. Thanks!
Announcement #2: We're halfway there!

Send: When you're halfway to meeting your fundraising goal.
The purpose of the midway announcement is to share that you're halfway to meeting your fundraising goals and still need help to get to the finish line. Share your excitement to help motivate your network to you reach your goal!

**EMAIL**

**SUBJECT LINE:**
Hold on! We're halfway there—$XX more to go!

**BODY:**
Hi [Name]!

I've got great news—I'm halfway to reaching my personal fundraising goal of [Goal Amount] raised for Sustain Charlotte during their Biketoberfest!

Isn't it amazing the impact we can make together? **100% of proceeds from Biketoberfest go direct to furthering Sustain Charlotte's mission to support building a more vibrant, walkable, equitable, and healthy community.**

Will you help me move the needle forward with a donation? [fundraising page URL]

Thank you!

**TWITTER (AKA X?)**

We're halfway there—only $XX more to go to meet my fundraising goal to help @Sustain_CLT towards building a more vibrant, walkable, equitable, and healthy community. Please consider donating today: [shortlink] #biketoberfestCLT

**FACEBOOK**

We're halfway there—only $XX more to go to meet my fundraising goal to help @SustainCLT further their mission of building a more vibrant, walkable, equitable, and healthy community. Help me get all the way to my goal and share/donate today: [shortlink] #biketoberfestCLT

**INSTAGRAM**

Hey there! My team is officially halfway to our goal to help @SustainCLT raise $65,000 to build for a more sustainable, walkable and equitable future in Charlotte. Please help by donating today when you visit BiketoberfestCLT.org and look for my team name, [TEAM NAME]. Thanks! #biketoberfestCLT

**TEXT**

Hello! I'm halfway to meeting my fundraising goal for Sustain Charlotte! Please help by donating today: [shortlink]
Announcement #3:
Final day to donate!

Send: 24hrs before the fundraiser ends.
The purpose is to inform your network that time is running out and they can help you reach your goals by donating and/or sharing your fundraiser with their network.

EMAIL

SUBJECT LINE:
I'm close to my goal—will you help me reach it?

BODY:
Hi [Name]!

Can you believe that together we've raised $XX for Sustain Charlotte during their Biketoberfest? 100% of funds raised go directly towards furthering their mission to support building a more vibrant, walkable, equitable, and healthy community.

This means I'm only [$XX] away from reaching my fundraising goal.

If you haven't donated yet, please donate now!

If you've already donated, consider one more gift: share this link [fundraising page link] with your family, friends, and social networks. Imagine how much more can be accomplished if everyone joins in.

Let's do it!

TWITTER (AKA X?)

Together we've raised $XX to help @Sustain_CLT reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink]
#biketoberfestCLT

FACEBOOK

Together we've raised $XX to help @SustainCLT reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink]
#biketoberfestCLT

INSTAGRAM

Together we've raised $XX to help @SustainCLT reach its fundraising goals! There's only one day left and I need your help. Donate now! [shortlink]
#biketoberfestCLT
Announcement #4: Thank you - campaign end

Send: When the campaign ends or you’ve hit your goal. The purpose of this is to let your network know that the campaign has ended and/or you’ve reached your fundraising goals. Thank them, celebrate success, and share how your supporters helped make an impact!

EMAIL

SUBJECT LINE:
We did it!

BODY:
Dear [Name],

We did it! Thanks to your support, we were able to raise $XX to support Sustain Charlotte during Biketoberfest!

This funding is so important to further amazing causes that Sustain Charlotte supports such as those captured in their 2022 Impact Report.

It felt so good to have my friends and family join me in raising money to support the equity, health, and walkability of Charlotte for generations to come.

I hope you feel great about your contribution!

Thank you.

TWITTER (AKA X?)

We did it! Thank you all who helped me raise $XX for @Sustain_CLT. I’m thrilled we were able to make a difference together. Look what we did: [shortlink] #biketoberfestCLT

FACEBOOK

We did it! Thank you all who helped me reach my fundraising goal of $XX for @SustainCLT. I’m thrilled we were able to make a difference together. Look what we did: [shortlink] #biketoberfestCLT

INSTAGRAM

We did it! Thank you all who helped me reach my fundraising goal of $XX for @SustainCLT. I’m thrilled we were able to make a difference together. Look what we did: [shortlink] #biketoberfestCLT

TEXT

Thank you! I’ve reached my fundraising goal of $XX for Sustain Charlotte. I’m thrilled we could make a difference together. Look what we did: [shortlink]
Step 3 - Celebrate #BiketoberfestCLT!

Help us demonstrate how fun it can be to get around Charlotte without driving!

Share your photos and stories of riding round during Biketoberfest using the hashtag #BiketoberfestCLT

Get social!

We wouldn't be where we are today without the support of people like you. When you spread awareness of Sustain Charlotte, you help bring people together to learn about how we can inspire choices that lead to a healthier, more equitable and vibrant community.

Follow us online and share posts to promote Biketoberfest and our nonprofit or use this social kit! We are so thankful for however you choose to show your support.

View or download social media graphics

Instagram  SustainCLT
Facebook   SustainCLT
LinkedIn    Sustain Charlotte
Twitter    Sustain_CLT
THANKS FOR BEING A FUNDRAISING CHAMPION

Thank you so much for taking the time to spread the word about Sustain Charlott’s work and for fundraising on our behalf.

Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact.

We appreciate you and look forward to continuing this meaningful partnership for years to come!