



BIKETOBERFEST

AN URBAN ADVENTURE BENEFITING SUSTAIN CHARLOTTE

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? Check back here in ~ a week for details on some BIG prizes!

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



Click below to view our amazing raffle prizes!

Raffle Prizes



[View Prizes](#)



Questions?

Reach out to Biketoberfest@SustainCharlotte.org

Step 1 - Customize your fundraising page!

START HERE



[Jessica Freely](#)

Raised: \$215.55

★ Team captain

"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 Below the profile image on the right-hand side, click on "Your team page," then "Edit fundraising page."
- 3 Enter your fundraising goal, write a personal message (like the one above), upload a photo, and **tell us why you support Sustain Charlotte!**
- 4 Be sure to scroll down and click "Save updated fundraising information."
- 5 Click the "Share Page" button on the righthand side to view your **custom team URL** and share with friends and family!

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!

COPY & PASTE FROM GOOGLE DOC
right click + open in a new tab

Hint: find your custom **shortlink** when you click "Share Page" on your team page in Race Roster

EMAIL

SUBJECT LINE:

Join me for Biketoberfest!

BODY:

Hi [Name]!

I hope this finds you well. On October 22, I'll be participating in Sustain Charlotte's 9th annual Biketoberfest and I'd like to invite you to join me! This is a fun scavenger-hunt style bike ride or walk around Charlotte with a chance to win prizes at an afterparty at the end. You can support me two ways:

- Join my team! <shortlink> Ride or walk with me on the day of the event. It's guaranteed to be lots of fun!
- Donate to my team! <shortlink> Every dollar raised supports Sustain Charlotte's mission of building a more walkable, equitable and vibrant community in Charlotte!

Not only is Biketoberfest a wonderful opportunity to spend time with friends who love our community, but everything raised in support of the event will go to continue Sustain Charlotte's 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!

Will you join me to make a lasting impact in the Charlotte community? Please visit my fundraising page at [URL] to join my team or make a donation today! And please forward this email to your friends or family to help get the word out.

Thanks so much for your support!

**Choose how you
would like to share
Biketoberfest!**



TWITTER (AKA X?)

Hi friends! Will you join my team or donate to @Sustain_CLT's Biketoberfest? Every dollar raised supports Sustain Charlotte's mission of building a more sustainable, equitable, and walkable future in Charlotte. [shortlink] #biketoberfestCLT

FACEBOOK

Hey friends, on October 22, I'm participating in @SustainCLT's 9th annual Biketoberfest. Join my team! Or support me with a donation that will go to support Sustain Charlotte's mission to 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! On October 22, I'm participating in 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 joining my team or making a donation? Go to BiketoberfestCLT.org and look for my team name: [TEAM NAME]. Thanks!

TEXT MESSAGE

Hi there, I'm participating in Sustain Charlotte's 9th annual Biketoberfest on October 22. Join me? You can sign up to be part of my team or make a donation to support Sustain Charlotte's mission to advocate for a more walkable, equitable, and sustainable community. Please help by donating today: [shortlink]



[View or download social
media graphics](#)

Announcement #2: We're halfway there!

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right click + open in a new tab

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!

COPY & PASTE FROM GOOGLE DOC
right click + open in a new tab

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

COPY & PASTE FROM GOOGLE DOC
right click + open in a new tab

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 Charlot'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!