

FUNDRAISING

Harbor House 400

Ride for New Beginnings



REMEMBER.....

Your friends, family and co-workers will be amazed that you are riding 400+ miles. They will admire your bravery. Let them know that you **NEED THEIR HELP.....**

"Can you sponsor me?"

They will feel giving money is the
EASY PART!

Suggestions for Pledge Support

- Set a goal - Harbor House requires each person to raise \$750 but challenge yourself and go higher
- Make a list of everyone you know including family, friends, classmates and business contacts
- Write to people, organizations and businesses you interact with, telling them you are riding 400+ miles
- Carry pledge sheets with you and tell everyone you are going on the ride
- Develop a team of fund-raisers - have friends and family collect money for you at their places of business
- Place a jar or pledge sheet (with a request note and a photo of you with your bike) at your favorite hang-out
- Tag at your local food markets - call ahead and make reservations for weekend dates
- Go door to door - ask a young relative or neighbor to help
- Ask to arrange for a collection and/or for you or a Harbor House representative to speak at your church or other group
- Ask donors if their company has a matching gift program - you can double their pledge if they do

Letter Writing Tips

- Include where you are going and when you are leaving
- Explain your excitement
- Provide background on Harbor House
- Suggest a pledge amount, e.g., .10/mile = \$40.00
- Give a date, before you leave for the ride, that the money is due
- A separate sheet or tear-off portion that your addressee can return is helpful

Sample Letter

Dear Friend:

I need your help. I am writing to you to ask for your support in the 2009 Ride for New Beginnings bicycle tour for Ocean's Harbor House Foundation. This foundation supports the Harbor House shelter that provides help and services to troubled and abused children between the ages of 10 and 17 as well as the SHORE House which is a transitional living program for youth between the ages of 16 and 21. Ocean's Harbor House is based in Toms River and has many outreach centers and programs throughout Ocean County.

The ride begins on Wednesday, July 8th and as a rider, I will ride over 400 miles during the next 5 days through New Jersey and Pennsylvania. At the conclusion of the ride, there will be a finish line ceremony at Windward Beach in Brick to receive the riders and support crew.

As a participant on the ride, I provide for my own food and expenses during the trip, however, I need to raise \$750 in pledges and donations. If you are able to support my efforts, I would be very grateful! All funds raised from this ride go directly to the Foundation. If you are interested in providing corporate level support, I'll provide you with the following information:

- **\$500 Starting Line Pledge:** Puts **your name** on the back of the riders' T-shirts. All Harbor House 400 Participants will wear these T-shirts as they ride into the celebration at Windward Beach. For those companies who donate larger amounts (e.g., \$1,000, \$2,500, etc.), their name will be printed in an equally relevant size equivalent to the amount of their donation. For example, if the size of the letters for a \$500 donation were 2 inches, the size for a \$2,000 donation would be 8 inches.
- **\$1,000 Midway Pledge:** Puts **your name** on the T-shirts *as well as* on the finish line display.
- **\$2,500 Finish Line Pledge:** Puts **your name** on the riders' T-shirts and finish line display, in addition, you will receive a plaque acknowledging your support.

If you are able to contribute, please fill out the bottom portion of this note and return it with your donation or pledge! Harbor House is a worthwhile foundation that provides essential services to our community, and I feel it deserves our support. If you have any questions, feel free to call me at (xxx) xxx-xxxx.

Sincerely,

Your name

PS - If you are in the Brick area on Sunday, July 12th, please come out and join the celebration!

Please return to: **your name & address**

Name: _____ Telephone: _____

Street Address: _____

City, State, Zip: _____

Pledge Amount: \$25____ \$50____ \$75____ 100____ \$250____ \$500____ \$1000____ Other____

*** Make checks payable to Ocean's Harbor House Foundation, Inc.**